LIFE



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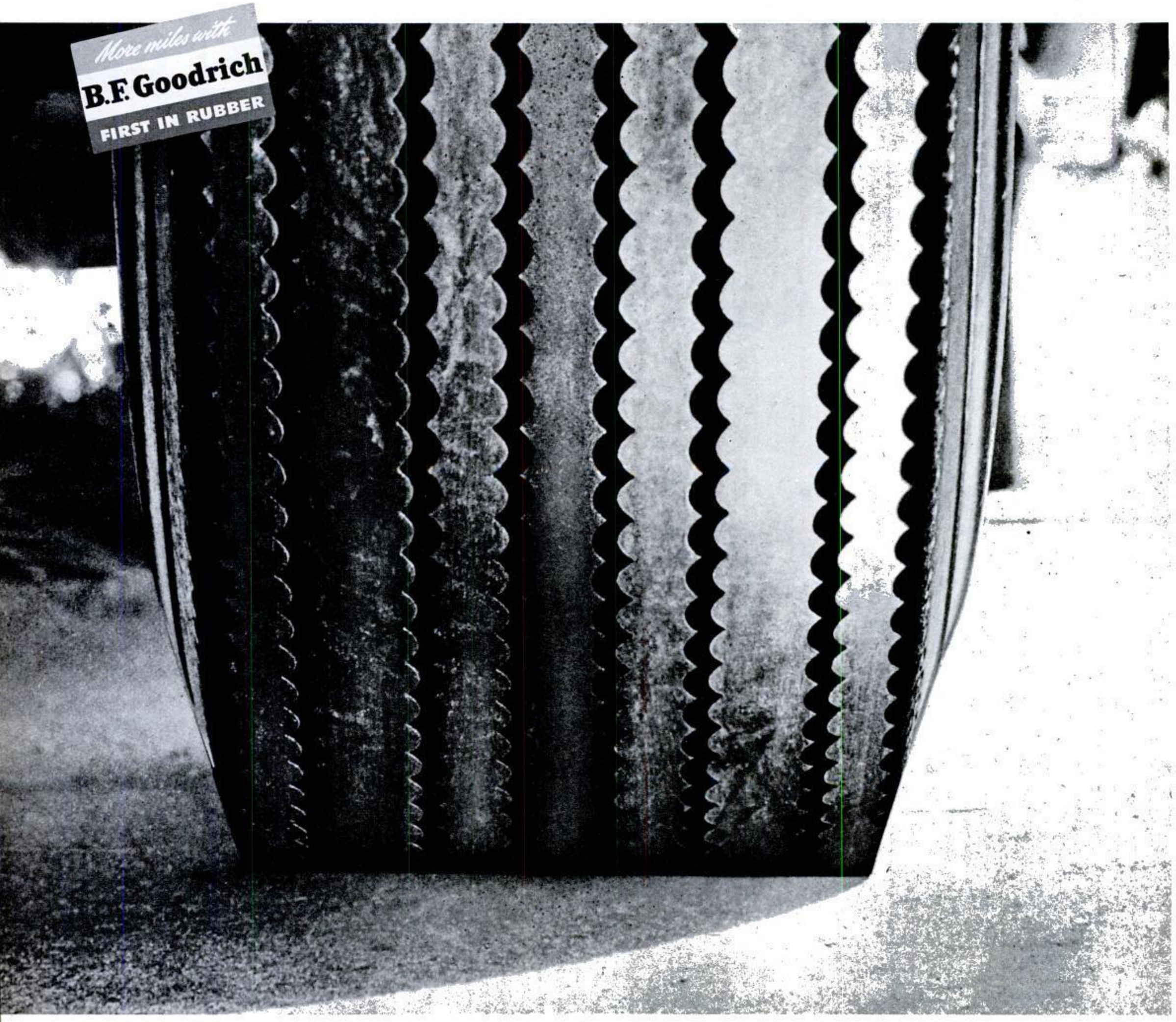
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1⅓ cups (15-oz. can) Eagle Brand
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1. 1 cup chopped nut meats
2. 2 cups bran flakes
3. 2 cups raisins
4. 2 cups corn flakes
5. 2 cups chopped dates

1. Magic Nut
2. Magic Nuggets
3. Magic Raisin
4. Magic Fluffs
5. Magic Date

Mix Eagle Brand, peanut butter, and any one of the five ingredients listed. Drop by spoonfuls on greased baking sheets. Bake in moderate oven (375° F.) 12-15 minutes, or until done. Remove from pan at once. Makes about 30 Magic cookies.



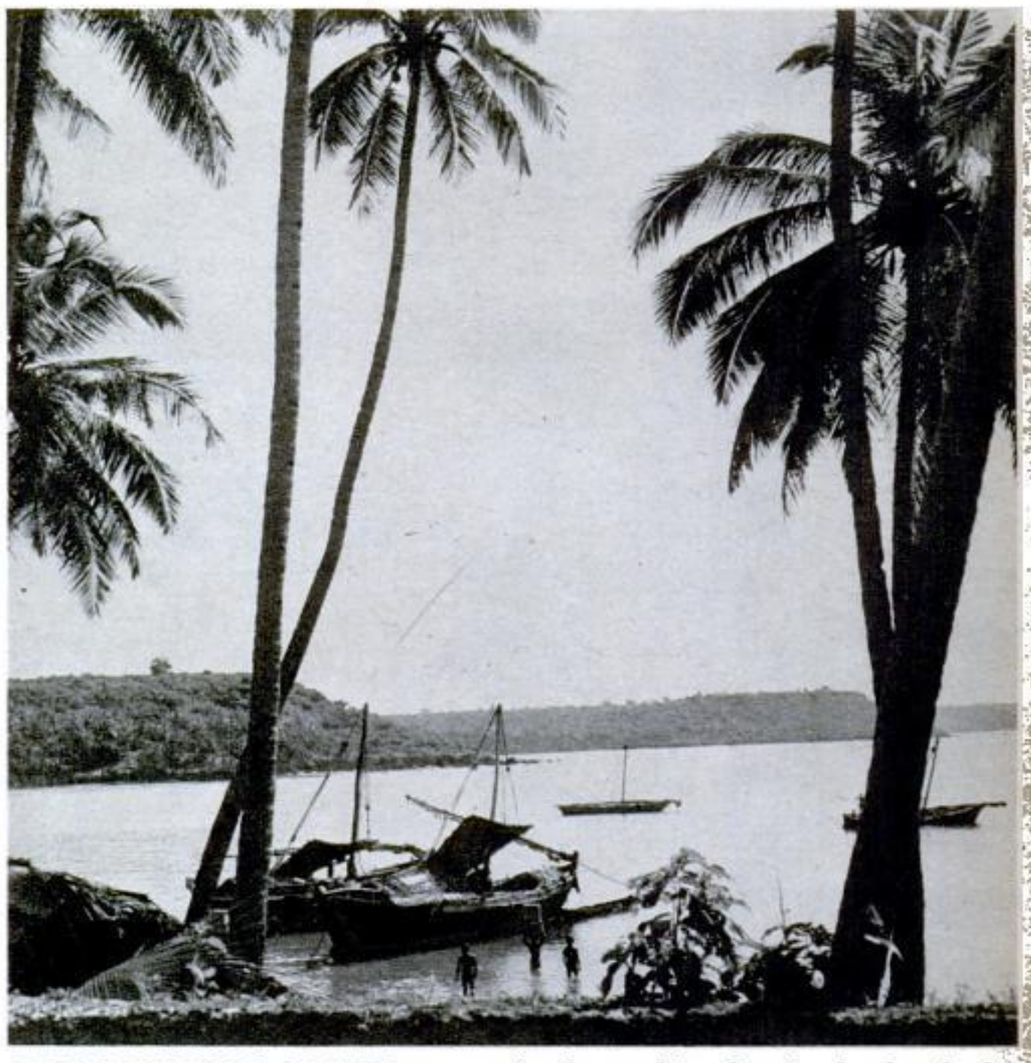
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LIFE'S REPORTS



GOA'S FISHING FLEET operates in the Arabian Sea, is also handy for smuggling and intercoastal trade. Going fishing is the only work the Goans like.

GOA WAKES UP

Portuguese colony in India ends a long siesta

by DAVID RICHARDSON

NOVA-GOA, PORTUGUESE GOA

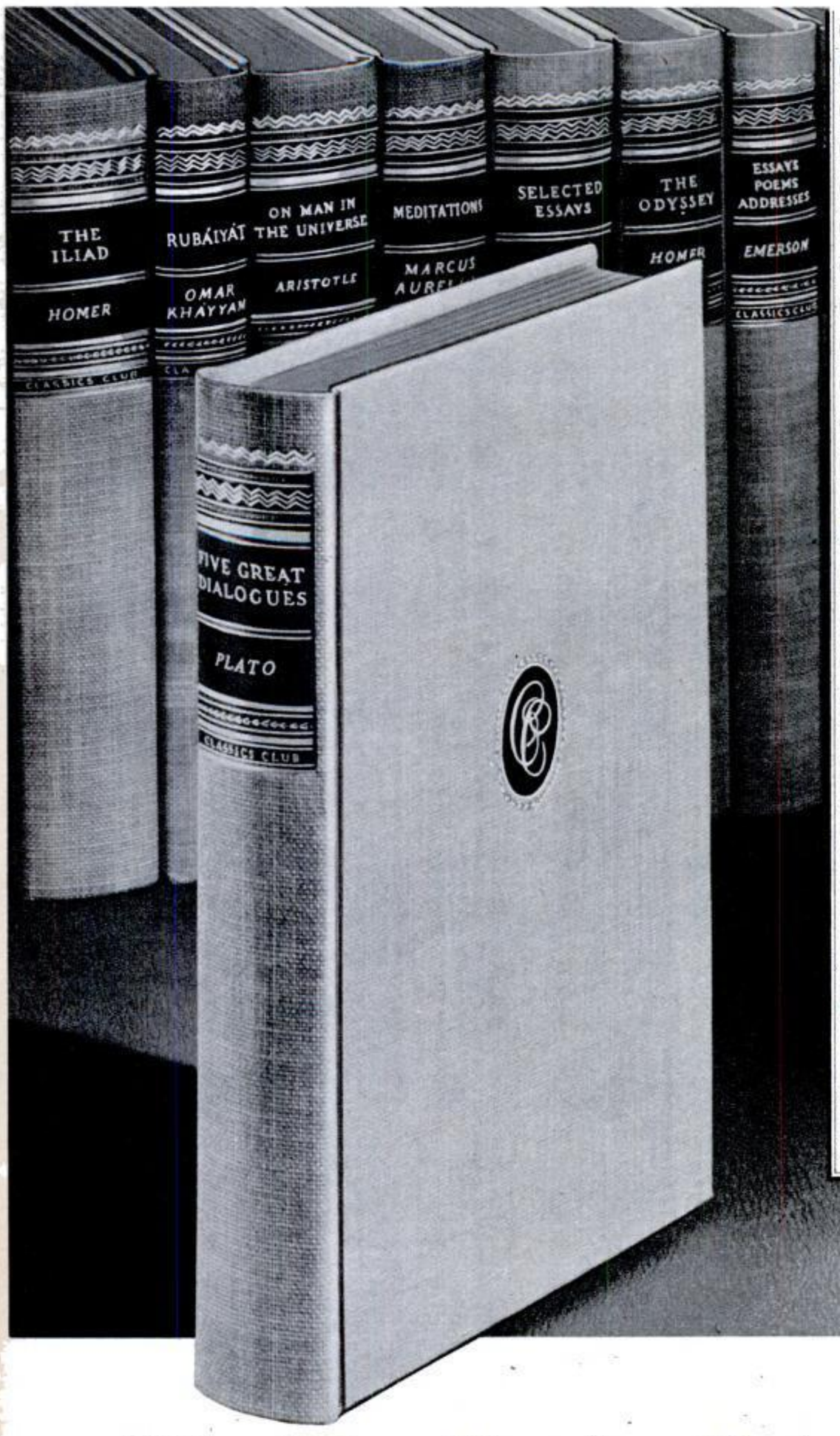
Portuguese Goa, a tiny piece of real estate on India's southwest coast, is a place where nothing of any importance whatever has happened for the last hundred years. The world, immersed in wars, social upheavals and other pressing matters, has had no interest in Goa, and Goa has felt the same way about the world. But now Goa's long siesta is about to end. Goans suddenly are finding themselves one of the major targets of aggressive Indian nationalism. Such Indian leaders as Mohandas K. Gandhi and Jawaharlal Nehru, riding high now that they have brought the British raj to its knees, are turning their attention to what they call "the insignificant ogre of Portuguese autocratic rule."

Goa is ruled, and has long been ruled, in an offhand way by a few hundred dreamy, wine-sipping *senhores* from the ranks of Portugal's army and colonial service. Despite all the mean things the Indian nationalists have been calling them, such as fascists and pint-sized Hitlers, they are, for the most part, rather gentle and charming fellows whose main weakness seems to be a tendency to live in the past. They spout Portuguese history by the hour, preferring to think of their motherland in her salad days, when she was one of the world's great powers and her mighty galleons were the terror of the seas. They obviously still imagine themselves at the helms of those galleons, for they will prattle with no encouragement at all of the days when Magellan or Vasco da Gama or Prince Henry the Navigator or Albuquerque the Great prowled the oceans, grabbing up territory and women and riches like mad. However, few if any of these modern-day Magellans are imbued with this adventurous spirit. "You know, I was so seasick on the voyage over," confides one high official who has just arrived from Portugal, "that I hardly left my cabin the whole trip. I hate ships. Just the same, I would gladly get right back on a ship tomorrow if I could get out of this dead place and go home!"

With the view that Goa is a nice place to be *from*, a sizable number of Goans heartily agree. More than one sixth of the entire pop-

CONTINUED ON PAGE 4

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DRINKING is Goa's chief pastime. People favor brandy and *cachu*, a liqueur made from cashew nuts.

LIFE'S REPORTS CONTINUED

ulation of 600,000 has left Goa to work in British India or elsewhere, partly because there is not enough food for all Goans for more than eight months of the year, but mostly because it is impossible for them all to make a living here. Other than farming and fishing and shopkeeping, there isn't much a man can do in the way of work.

In fact all that keeps Goa from going broke is the port of Mormugão, one of the good harbors along India's 1,500-mile west coast. This port is so busy that Goa operates more like a revolving door than a country, with goods being unloaded from ships and sent into British India over the one and only railroad route, and more goods coming in from British India to be loaded aboard the outgoing ships. By taxing everything as it comes through in both directions, Goa is able with very little effort to collect enough rupees each year to make up half of its total annual revenue.

Not everybody can get jobs in customs, of course, but the port provides another profitable occupation. This is the sale of Swiss watches, American fountain pens and cigaret lighters, Scotch whisky and other such items, all of which are scarce or unobtainable in the shops of neighboring British India, where stiff import restrictions are maintained. There are Swiss watch shops all over Goa, liquor shops carry all the leading brands of Scotch, and fountain pens seem to be on sale everywhere but in the post office. "Enough Swiss watches have been brought into Goa in the last three years," one merchant says, "to allow everybody in Goa to have one, if not two." Actually only one Goan in a thousand has the price of such a timepiece, or even a fountain pen or bottle of Scotch. Most of these luxury items find their way into India through black-market channels, where they are sold for two or three times the price in Goa.

CONTINUED ON PAGE 7

You'll love it at 8...



and it helps you feel great!

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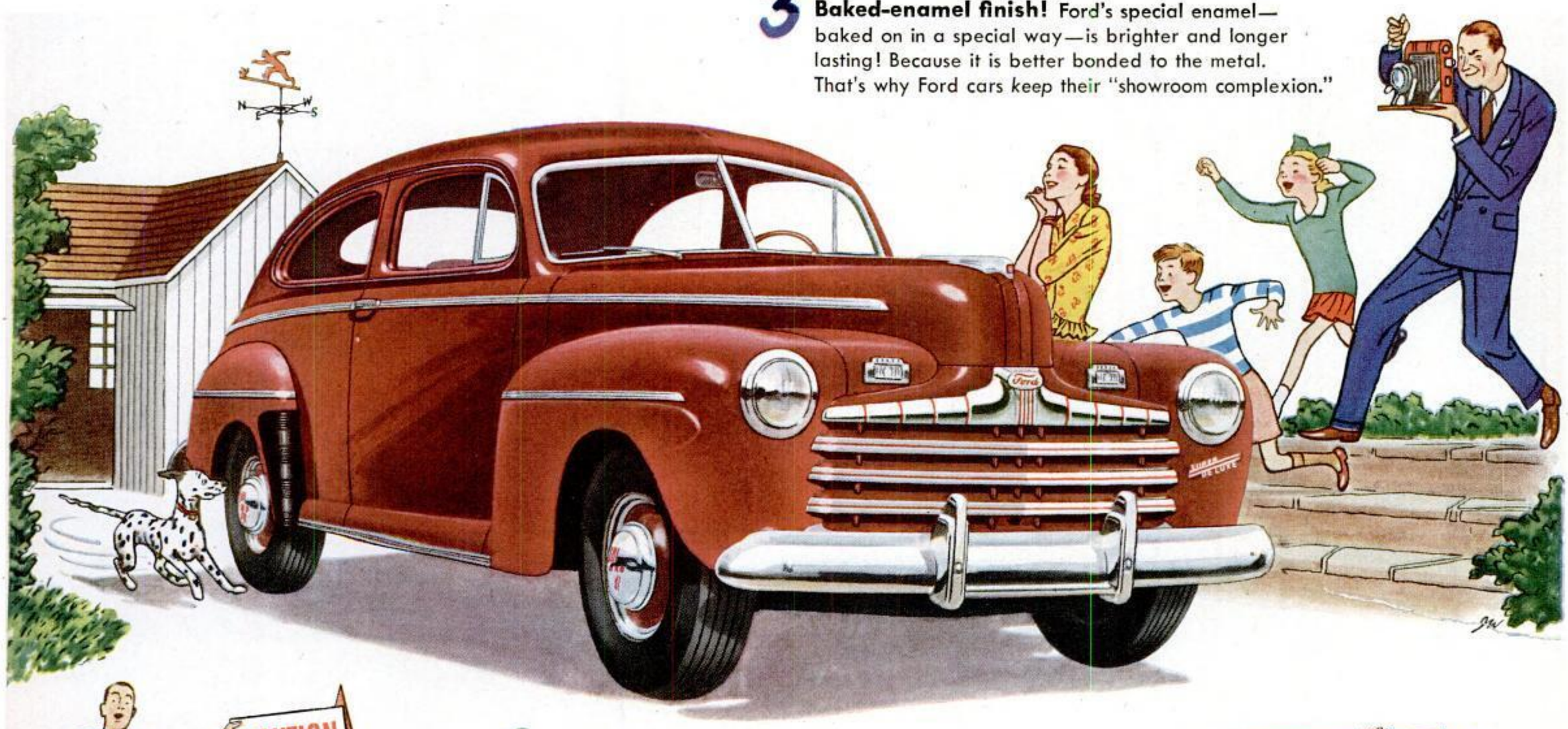


1 "Rest-Ride" Springs! New multi-leaf construction! You get a level, relaxed ride—even over rough roads—and new steadiness on curves!



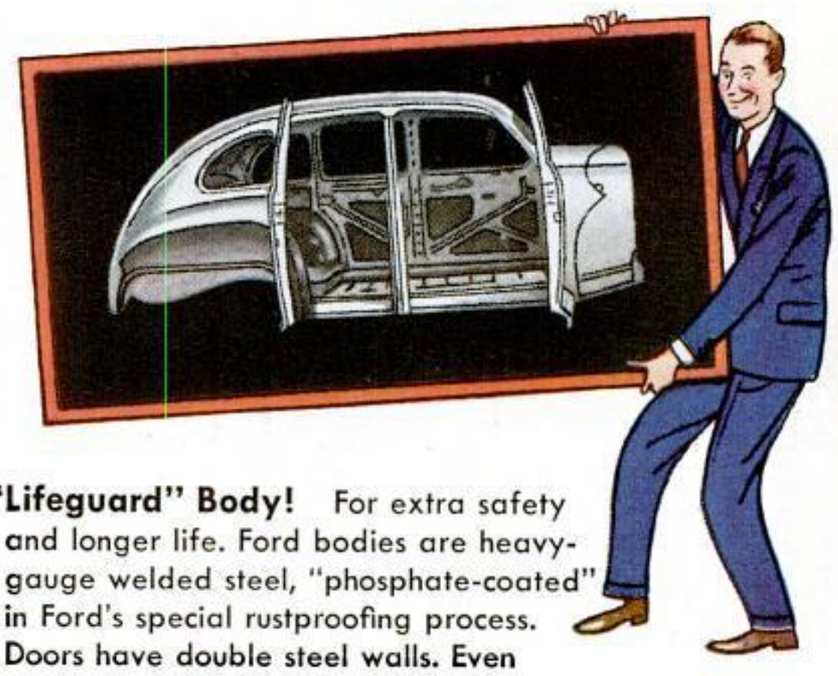
2 Your choice of engines! 100 h.p. V-8 or 90 h.p. Six. Both engines with new balanced carburetion and new 4-ring aluminum pistons to save on gas and oil!

3 Baked-enamel finish! Ford's special enamel—baked on in a special way—is brighter and longer lasting! Because it is better bonded to the metal. That's why Ford cars *keep* their "showroom complexion."





4 "King-size" brakes! No other car in Ford's field has such big brakes! They're self-centering hydraulics . . . give you smooth, straight stops with gentle pedal pressure.



5 "Lifeguard" Body! For extra safety and longer life. Ford bodies are heavy-gauge welded steel, "phosphate-coated" in Ford's special rustproofing process. Doors have double steel walls. Even the *floor* is steel!

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What a marvelous meal!

Turkey Round-ups and Lipton's Noodle Soup!

A LITTLE too much turkey left for family icebox raiding? Lucky *you* — here's the meal you're hunting!

Your leadoff: Lipton's Noodle Soup! Rich and chickeny-tasting, with oodles of tender egg noodles in its golden, parsley-flecked broth!

Then—since one good dish deserves another—bring on these Turkey Round-Ups!

Turkey Round-ups

1½ cups diced cold turkey
½ cup diced cooked carrots
½ cup sliced cooked mushrooms, if desired
¾ cup leftover gravy
2 slices bread, cut lengthwise

Combine turkey, carrots, mushrooms, and gravy. Remove crusts from bread and spread each slice with turkey mixture. Roll as for jelly roll. Secure ends with toothpicks. Cut each roll in half.



Place cut side up in greased muffin tins. Brush with melted fat. Bake in moderate oven (375° F.) 15 minutes or until brown and crisp. Serves 4.

Easy to fix, isn't it? Though, of course, not so easy as your delicious Lipton's! Why, you just empty a package of this grand soup mix into boiling water—and *7 minutes* later you have the grandest chickeny-tasting noodle soup since grandma's day! With a real old-fashioned flavor!

To round out your meal—serve broccoli, celery-and-cranberry salad, toasted crackers, two-toned parfait for dessert. It's certainly a thrifty meal! Especially Lipton's — one package serves 4 to 6 hearty bowlfuls! Put Lipton's Soup on your grocery list today—that old-fashioned goodness will get any meal off to a glorious start!



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CASHEW NUTS not used in making liquor are exported to U.S. Hindu women sort them by size.

LIFE'S REPORTS CONTINUED

Since the working day here usually begins at 11 and ends somewhere around 3, Goans have a lot of time for extracurricular activity. They shudder at the thought of such rigorous games as tennis, golf or swimming, and by all odds their favorite pastime is tippling. They are, in fact, the heaviest drinkers on the whole Indian subcontinent and, perhaps, in the Far East. No sooner does a Goan tot leave its mother's breast than it is put on a diet which includes cashew or coconut liqueurs, supposed to be possessed of great health-giving qualities. One taste of this potent firewater makes an uninitiated adult want to turn to a nice, mild, 180-proof whisky as a chaser. The local liqueur is so much a part of the average Goan's diet that landlords are required to provide it along with meals to those who work in their rice paddies. There are more than 4,000 licensed stills, or one for about every 150 people, including babies. Licensed liquor shops are almost as prevalent.

Besides this booming consumption of local brew, Goa caters to the more expensive drinking habits of its middle and upper classes by importing all kinds of British, American, French, Italian and Portuguese wines, liquors and beers. Among the *bourgeoisie*, brandy is the most popular drink. A middle-class Goan will have a nip or two before work begins in the morning, several more before lunch and still more before dinner. During meals the wines make their appearance, and in those few hours between wines and brandy there is always cool beer to slake the thirst. A modest estimate of the average consumption of all alcoholic beverages in Goa comes to six quarts a year for every man, woman and child, a figure which tops the last available French average by a good couple of bottles.

CONTINUED ON NEXT PAGE

THE YEAR'S GREATEST EVENTS
IN ONE HOME MOVIE!

Own CASTLE FILMS'
"NEWS PARADE OF THE YEAR"

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16 mm.



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MOMENTOUS EVENTS of 1946! Filmed 'round the world as history was made! The greatest and most dramatic news stories packed into one thrilling reel of authentic movies—now yours to own and treasure in future years. This tenth annual Castle Film, now world famous, is a "must" for every home-movie projector owner. A *complete* motion picture in ONE reel of ALL the year's most important events! Order yours NOW!

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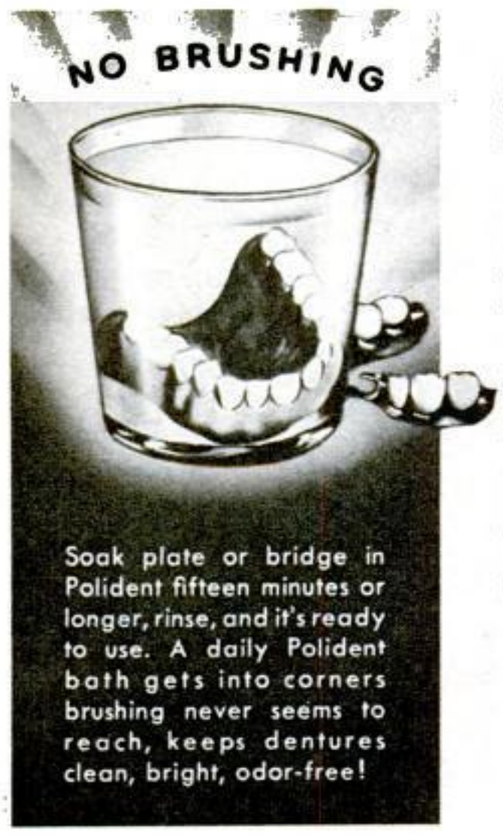
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To Keep Your Plate or Bridge Sparkling Clean and Odor-Free

Soak it Daily in SAFE—EASY Polident



Play safe! Don't try to *brush-off* DENTURE BREATH! Actually, the harder you brush your plate or bridge, the more you may offend.

You see, brushing with ordinary tooth pastes, powders or soaps may scratch your plate material. This material is *60 times softer than natural teeth*. These easily-made scratches are traps in which food particles and film collect . . . causing offensive DENTURE BREATH.

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Use POLIDENT Daily
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The makers of Polident have developed a new cream for holding false teeth tight. Its gripping power is so sensational that they guarantee you double your money back if it doesn't hold your plates tighter, longer than anything you ever tried before. If you have used old fashioned holding powders and found that you had to apply them three or four times a day, didn't like their taste or messiness then new Poli-Grip is for you.

Pleasant to use, dainty and economical. With Poli-Grip you can laugh, sing, eat what you want without fear of embarrassment.

Remember Poli-Grip holds plates tight no matter how they fit.

35¢ and 60¢ tubes at all drug stores.



GUARANTEED BY POLIDENT

Except for faint alarm at the rumblings of Indian nationalism, hardly anybody in Goa cares much about what goes on in the brash, noisy and hurried outside world. The five newspapers here fill their columns with government press releases, rambling essays on life and literature by local Addisons and Steeles and reprints of articles and several-days-old news dispatches lifted bodily from the Indian press with no hint as to their source. Few Goans bother even to glance at these papers because they are printed in Portuguese, a language which 92% of the people can't speak, much less read. The language which all Goans speak is Konkani, an ancient Indian dialect whose use the Portuguese for centuries have tried to discourage. The suppression of newspapers printed in Konkani is part of what the government calls its "cultural campaign." To be certain that no other subversive reading matter reaches the people, the government censors not only the five existing papers but also wedding invitations and the Mimeographed summary in Portuguese of the plots of American movies which play here. "No one knows," whispers the man in charge of this censoring, "*what* could creep into a wedding invitation."

Goa also boasts a radio station which goes on the air for two hours a week. This brief program is devoted to a reading of well-aged news, recorded music and a lengthy plea for more records, all for the benefit of the few dozen capitalists who own radio sets. The station's directors had a chance to compute its own Crossley Rating not long ago when the station suspended operations for a few weeks to undergo repairs. There wasn't a single complaint.

•

Although they haven't succeeded in teaching the Portuguese language to the people at large, Goa's rulers have managed to convert 40% of the people to Christianity from Hinduism, which still has a majority. This conversion was begun when the Portuguese first arrived here in the 16th Century. In changing religion, however, the Goans for some inscrutable Oriental reason neglected to drop the Hindu caste system. The result is that although they are devout Roman Catholics, wear Western clothes and have Portuguese names, a merchant's son will

CONTINUED ON PAGE 10



The outdoor man with gun or reel knows what wind and weather do to lips. At the first sign of lip chap use 'CHAP STICK'.
'CHAP STICK' for weather-beaten lips



When summering this winter—in the desert—or under the cocoanut palms—use famous 'CHAP STICK' for dry, dehydrated lips.
'CHAP STICK' for sun parched lips



"Dad's teaching me to meet trouble half-way. He says that goes for lip trouble too. Dad was in the Army and he knows."
'CHAP STICK' for chapped, cracked lips

☆

'CHAP STICK' — the lip balm that was favored by our Armed Forces in all climates. Play it safe—be sure to carry 'CHAP STICK' with you wherever you go. It's easy to apply, and brings swift, lasting comfort to chapped, cracked lips. Buy 'CHAP STICK' for every member of the family. *Specially medicated. specially soothing.*

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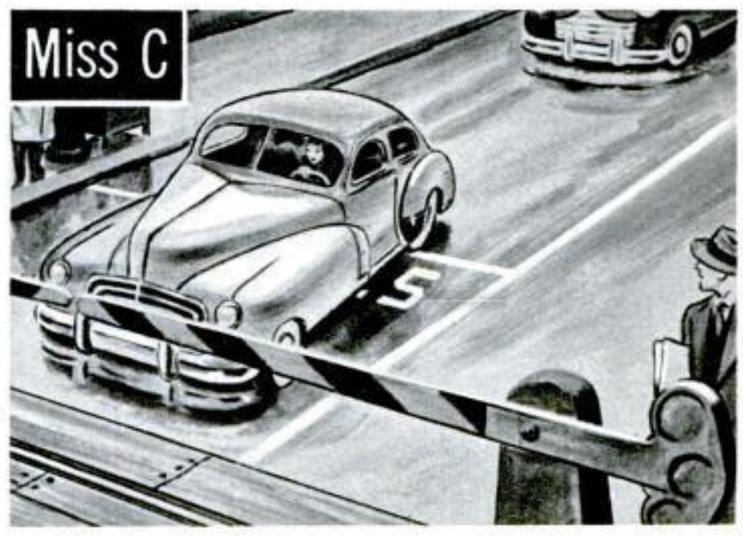
who's next?

CAN YOU PICK THE FOUR DRIVERS WHOSE CARS ARE MOST LIKELY TO WIND UP BEHIND A TOW TRUCK?















Check your answers with these —

Mr. A is a candidate for the tow truck if he doesn't keep his tires inflated. That soft tire on his left front wheel may heat up, blow out—and then anything can happen.

Mr. B isn't likely to be a tow truck customer, because he regularly brings his car in for a check-up—keeps his brakes adjusted, his engine tuned up and everything else shipshape.

Miss C pulls up too close to the lowered gates at a railroad crossing. If her nice new car should be bumped from behind and pushed into the path of a train, it might take more than a tow truck to get it unscrambled!

Mr. D forgets to turn on his lights before he pulls away from the curb. Another driver may not see him, and the tow truck will get a new customer.

Mr. E isn't likely to have trouble. How do we know? Just look at the gasoline he's buying. A man who knows the value of good products—Ethyl gasoline, high-quality oil, batteries, anti-freeze, tires—is more apt to keep his car trouble-free. By spending a few extra pennies in the service station he often saves dollars on the road.

Mr. F has put off getting new windshield wiper blades. He won't be able to see a tree that's down across the road . . . so he'll soon be looking for a telephone to call the tow truck.





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oh-oh, Dry Scalp!



"...I SHOULD BE enjoying this game, but all I can think about is his hair . . . How lifeless and stringy it is! I'll bet it's hard to comb . . . and full of loose dandruff, too. He's got Dry Scalp all right . . . Guess I'll tell him about 'Vaseline' Hair Tonic!"

Hair looks better... scalp feels better... when you check Dry Scalp



HOW DIFFERENT his hair looks now! Check Dry Scalp yourself with 'Vaseline' Hair Tonic. A few drops a day make a world of difference. Better-looking hair, a better-feeling scalp. Loose dandruff is checked, too. Remember, 'Vaseline' Hair Tonic contains no alcohol or other drying ingredients. Try it also with massage before every shampoo. It gives double care . . . to both scalp and hair . . . and it's more economical than other hair tonics, too.

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Used by more men today than any other hair tonic

not usually marry an ironsmith's daughter, nor a fisherman's son a farmer's daughter.

There's more than a remote possibility that the current Indian nationalist campaign to stir up the oppressed, subjugated and downtrodden Goans won't have much effect. After all, it's pretty hard to campaign against a government when it won't allow you any free press, free speech, political parties or right of assembly. This raises the novel idea that if India's propaganda efforts fail, she might some day decide to liberate Goa by force. And this idea brings up the rather embarrassing subject of Goa's armed forces.

The total strength of Goa's army, not counting 110 Negro troops from Portuguese Africa who form her SS brigade, is 1,528 officers and men. They are mostly armed with late 19th Century pistols and rifles. The high command refuses to have any truck with such newfangled nonsense as tanks, jeeps, guns and airplanes. Lest India get any crazy notions about coming by sea, she had better consider the Goa navy. This force is composed of two officers, two petty officers, two seamen and one launch. It may now be revealed that the launch has not been in running order for some time.

Then there is the Mocidade Portuguesa or Portuguese Youth. Its members are aged 10 to 17, wear green-shirted uniforms with belt buckles in the form of "S" for Salazar, Portugal's dictator, and do a pretty slick Nazi-style upthrust arm, accompanied by, "*Vive* Salazar!" There are more than 600 of them, and their organization is growing rapidly. Sinister as this outfit may sound, there is really nothing to worry about, yet. When asked individually the other day whom they considered the three greatest men in the world, five of the members replied, "Truman, Attlee and Mahatma Gandhi."



PROMINENT STATUE honors a Goan hypnotist, Abade Faria, who became famous in Europe in 1800.



Cacographer OR graphomane

Junior was a cacographer (*bad writer and speller*). The ordinary pens bent, scratched, became distorted under his heavy touch. Result: untidy writing habits, poor marks.

But now that Junior owns an Inkograph, he's a graphomane (*crazy about writing*)...The hard, 14 kt. gold, ball-like point can stand the severe punishment of schoolboys' penmanship, writes smoothly on any kind of paper. Result: better grades for Junior.



THE INKOGRAPH makes the grade with adults, too ...suits any hand or style... makes clear carbon copies with original in ink... does lettering or ruling without smudge or blot . . . stands hard usage and gives years of splendid service . . . is fully guaranteed.

Sold only in stores—no mail orders. If the store is out of stock, inquire again in a few days.

To get the genuine, look for the name Inkograph stamped on barrel and clip!

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Inkograph Co., Inc., 200 Hudson St., N. Y. C. 13

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Better Living

More time for family fun and pleasure!
Hotpoint's automatic Timer Clock is accurate as only electricity can be. *Safely* starts and stops cooking while you are away.

Better Cooking

OF COURSE, you modern gals want a reputation for good cooking. You can have it, too . . . and without slaving like mother did. When you install a Hotpoint Automatic Electric Range, you not only enjoy better cooking, but better living, better eating and a better home.

Electricity is a magic force, not a fuel. It minds your cooking with the same accuracy as it times the nation's clocks—controls every cooking need automatically and safely, as no flame fuel can. See the new Hotpoint Automatic Electric Range today. Discover for yourself why all other forms of cooking are now outmoded.



Better Baking

You'll be the apple of *his* eye with pastries even better than those his mother made! Hotpoint's accurate control of still, moist oven heat assures better baking results every time.



Better Eating

Dad and Junior, too, will ask for **"seconds!"** Hotpoint's fast-starting Calrod* **Cooking** Units provide accurately **controlled** heat for every cooking need. **Recipes turn** out better—taste far better.

*REG. U. S. PATENT OFF.

Hotpoint ELECTRIC RANGES ... make good homes better!



Better Planning

It all adds up to better planning . . . for meals and to make a better kitchen, too! Ask your Hotpoint dealer to show you the new Hotpoint Electric Range and other appliances today—they're all backed by a 40-year reputation for dependability.



Better Looking

Sleek and trim! Hotpoint Electric Ranges **make good** kitchens look better. Stove, utensils **and walls** stay clean longer because **there** is no flame to **create combus**tion dirt.



Better Broiling

The man of the house couldn't broil a better steak on a charcoal grill! Hotpoint's glowing ember heat broils thick or thin steaks to charcoal grilled perfection.



Hotpoint ELECTRIC RANGES...make good homes better!

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Reflection of Good Taste!

"Here comes my future . . . *I hope*"

He's a man she wants to know better, and better! Because he has an *air* about him . . . of success and well-being, of alertness and vitality. He knows that a man on his way up can't let down on his appearance. He has learned that Seaforth starts his days, and his dates, *right*—puts him at his best and *keeps* him that way!

Gown by Suzanne-Augustine • Jewels by Seaman Schepps



Shaving Mug • Shaving Lotion • Men's Deodorant • Cologne Talc • Hairdressing • Men's Hand Soap • $1.00 each plus tax

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Seaforth!
FOR MEN
Who Reflect Good Taste



Seaforth Set F—The set above contains Shaving Mug, Shaving Lotion, Men's Talc, Hairdressing, Soap, $5.00 plus tax.

Eleven Seaforth Gift Sets . . . for masculine good grooming, $2.00 to $7.00 plus tax. At best stores everywhere. Alfred D. McKelvy Company, 10 Rockefeller Plaza, New York 20.

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LIFE'S COVER

Phyllis Ernst in her first magazine cover picture wears a coat of striped satin, one of several "party raincoats" (*pp. 133-138*).

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new

The Miracle Girdle with the Magic Inset

Here is one of the greatest girdle miracles of the century—an amazing—revolutionary construction that every woman has dreamed of, yet has never enjoyed until now—but at last "Perma-lift"* accomplishes the almost unbelievable.

"Perma-lift" has created a new—thrilling—youthful—lightweight girdle with all the advantages of boning—but With No Bones—all the restraint and control of boning—but With No Bones. A "Perma-lift" Girdle won't wrinkle, won't roll over, absolutely banishes the annoying discomfort that boning, even in the lightest garment has caused you—withstands countless washings and wear.

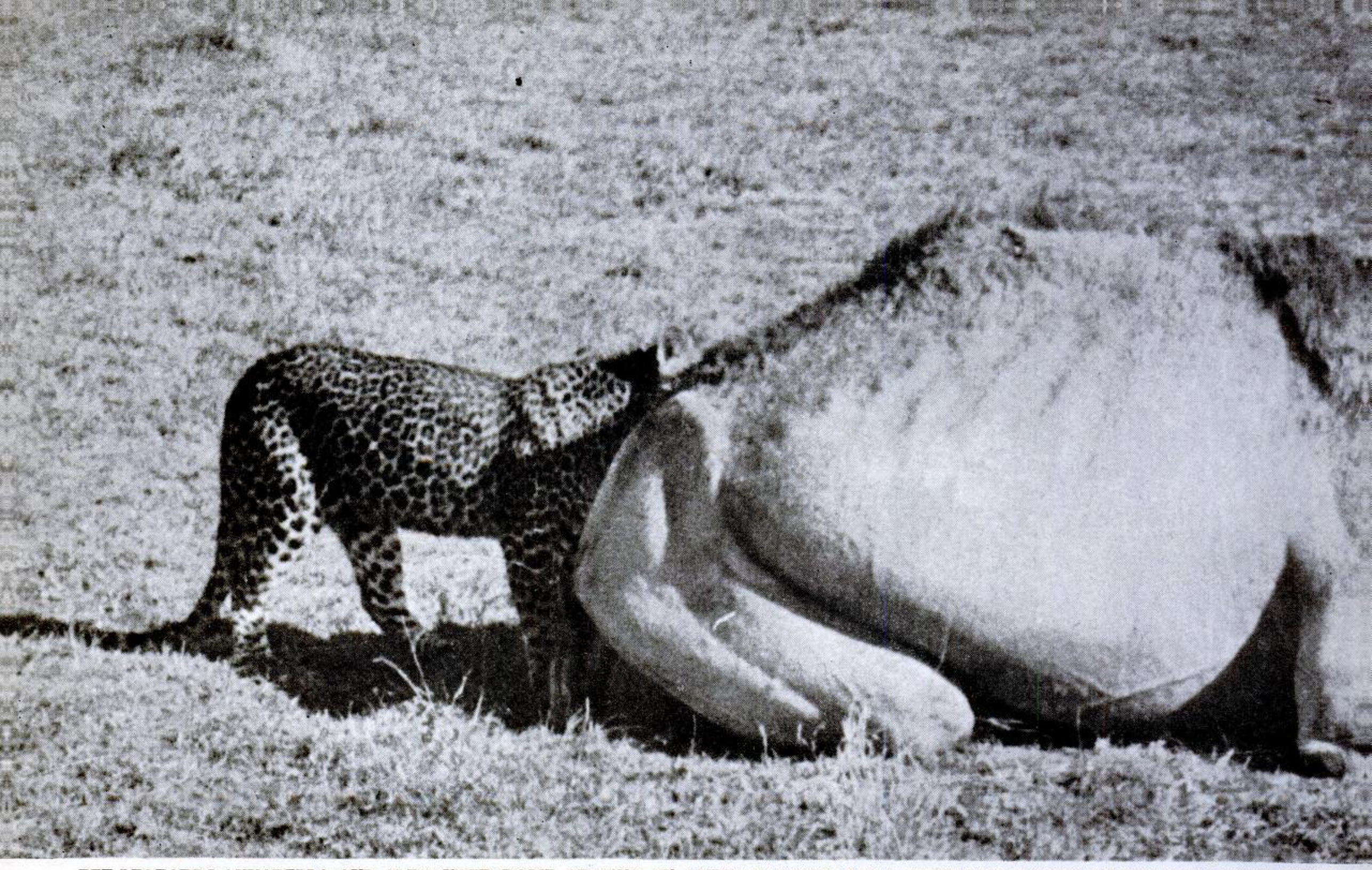
No Bones means new comfort—"Perma-lift" Girdles assure you undreamed-of comfort for the life of your garment. Smartly styled, youthful "Perma-lift" Girdles, Panties, Foundations—most styles $5 to $10—at fine stores everywhere. The perfect companion to your "Perma-lift" Brassiere, America's Favorite Bra with . . . "The Lift that never lets you down."

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REMEMBER—PERMA-LIFT GIRDLES STAY UP WITHOUT STAYS



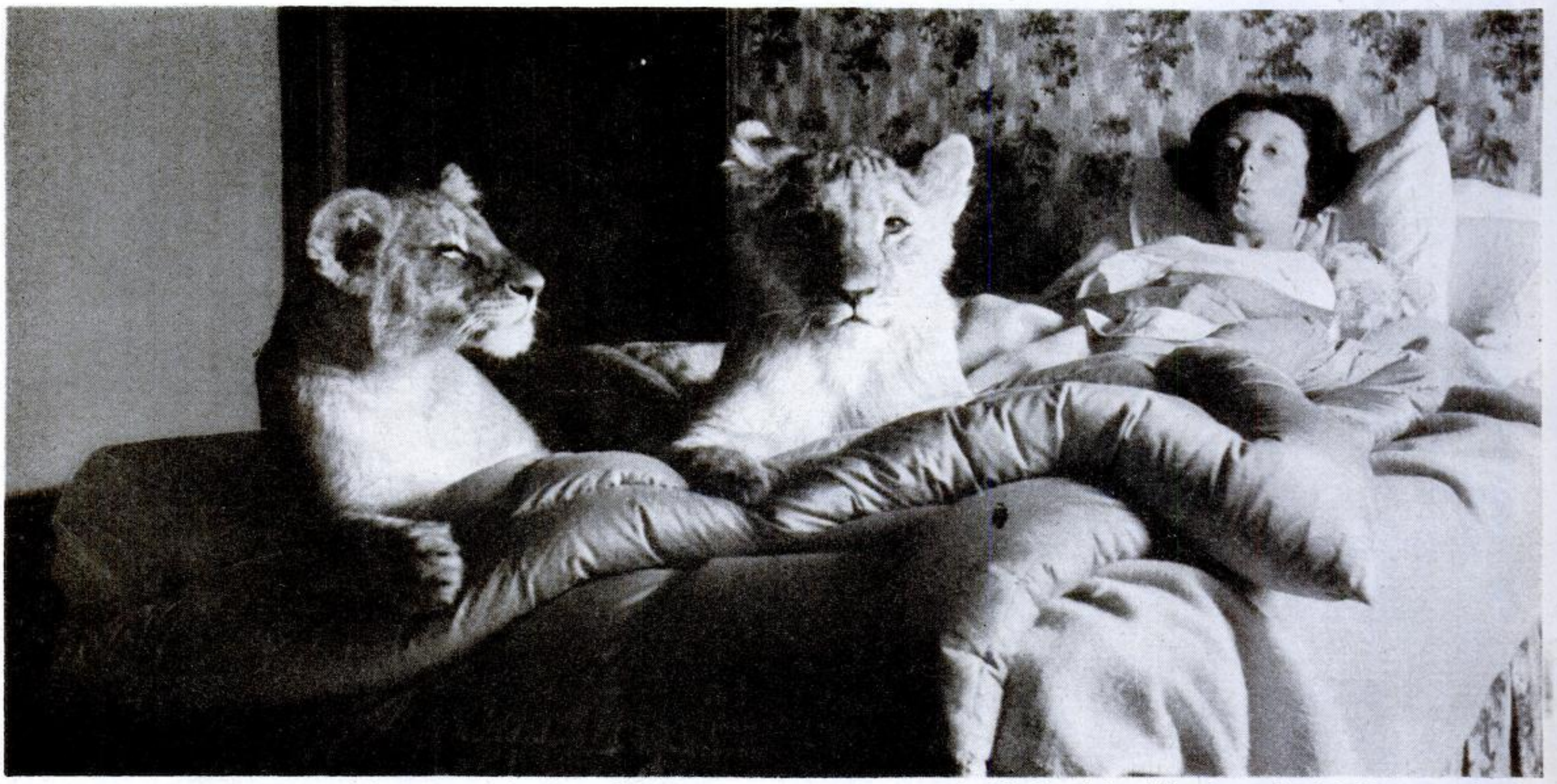
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PET LEOPARDS ANNABELLA AND ALEXANDER ROMP AROUND AN AMIABLE CAMEL NEAR AIRDROME WHERE OWNER EXERCISED THEM.

SPEAKING OF PICTURES...

...AFRICAN HUNTER MAKES PETS OF LIONS AND LEOPARDS



YEAR-OLD ROMEO AND JULIET (*left*) climb into bed with a startled house guest and calmly wait for morning tea to be served. One of the lions often slept with the guests, sometimes playfully chewed them. The cubs were bottle-fed, later weaned on diet of milk, water and raw meat. It cost $4 a day to feed pets when wild game was scarce.

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CAMEL PAID LITTLE ATTENTION UNTIL LEOPARDS SANK CLAWS IN HIS HIDE. THEN HE ROSE, SHOOK THEM OFF AND STALKED AWAY

Over a period of eight years the large, amiable-looking cats on these pages were regarded as house pets by an East African hunter named Sinclair Cleland Scott. Taken into Scott's home near Nairobi, Kenya Colony, when they were cubs, the two leopards (named Alexander and Annabella) and the two lions (named Romeo and Juliet) were given the run of the house. They made little trouble until they began to grow up. Then Scott started to hear from the neighbors, who complained that his roaming pets were frightening their children and terrifying their horses. This bothered him far more than his pets' habit of playfully tearing off his clothes, gnawing on his arms, ripping the furniture apart or the fact that Romeo, like all male lions, stubbornly refused to be housebroken. Eventually all four of the cats met untimely ends. Alexander was shot by an exasperated neighbor. Annabella chewed up an Italian prisoner of war working on a nearby road gang and had to be destroyed. Scott had to shoot Romeo for killing a neighbor's cow. Juliet died in childbirth.



LION IN HIS LAP squashes Scott deep into his chair. Scott, whose body is covered with welts and scars, has been bitten, clawed and sat on by all kinds of big game, once contracted pleurisy when big pet lion squatted on his chest. Closest shave came when a wounded wild lion nearly gnawed off Scott's arm and leg before crawling off to die.

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a Cologne and Talc $1.50

b Cologne and Dusting Powder $2.00

c Cologne, Dusting Powder, Bubbling Bath, Sachet $4.00



Glad News!

Louis Philippe's new Fleur de Lis Fragrance

Just in time for smart Christmas giving. Gay packages with a choice of bath accessories in Fleur de Lis . . . Louis Philippe's delicate new floral fragrance.





also separately:

Dusting Powder (with puff) $1.00

Talc (shaker) $.50

Cologne $1.00

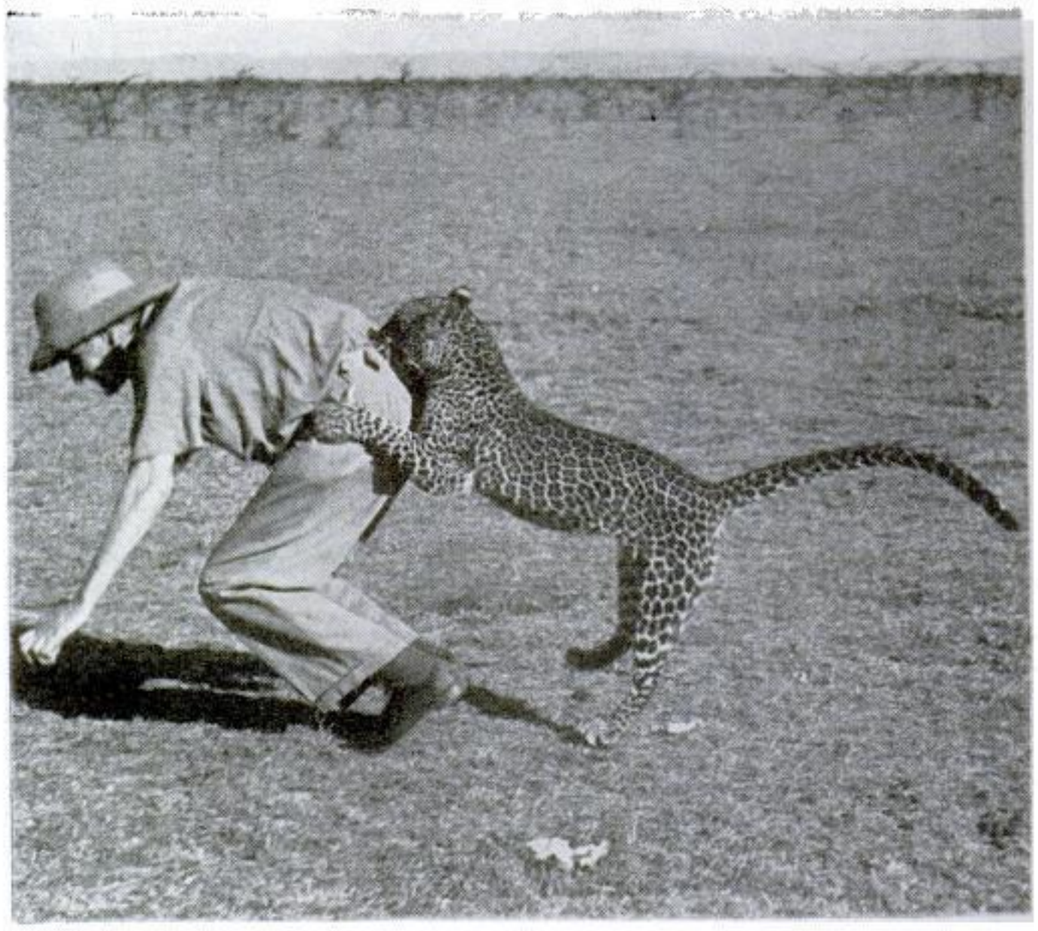
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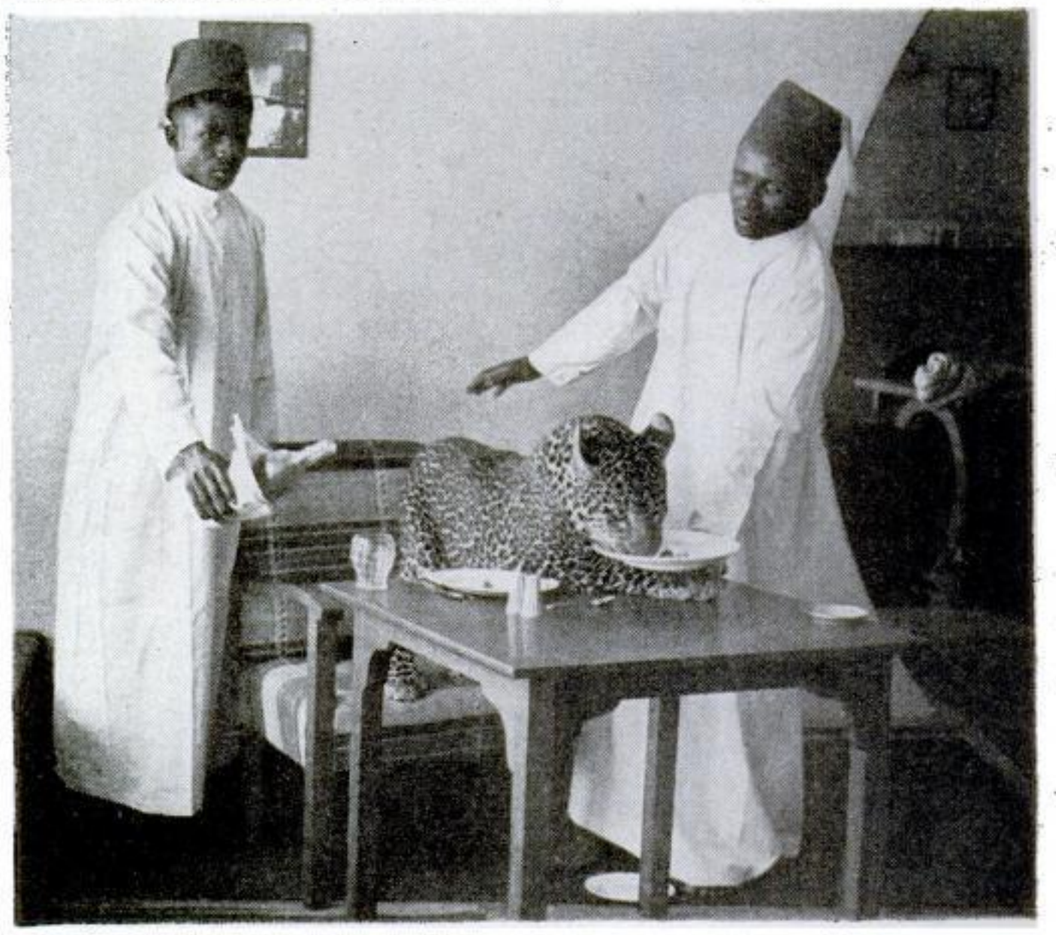
All prices plus tax

SPEAKING OF PICTURES

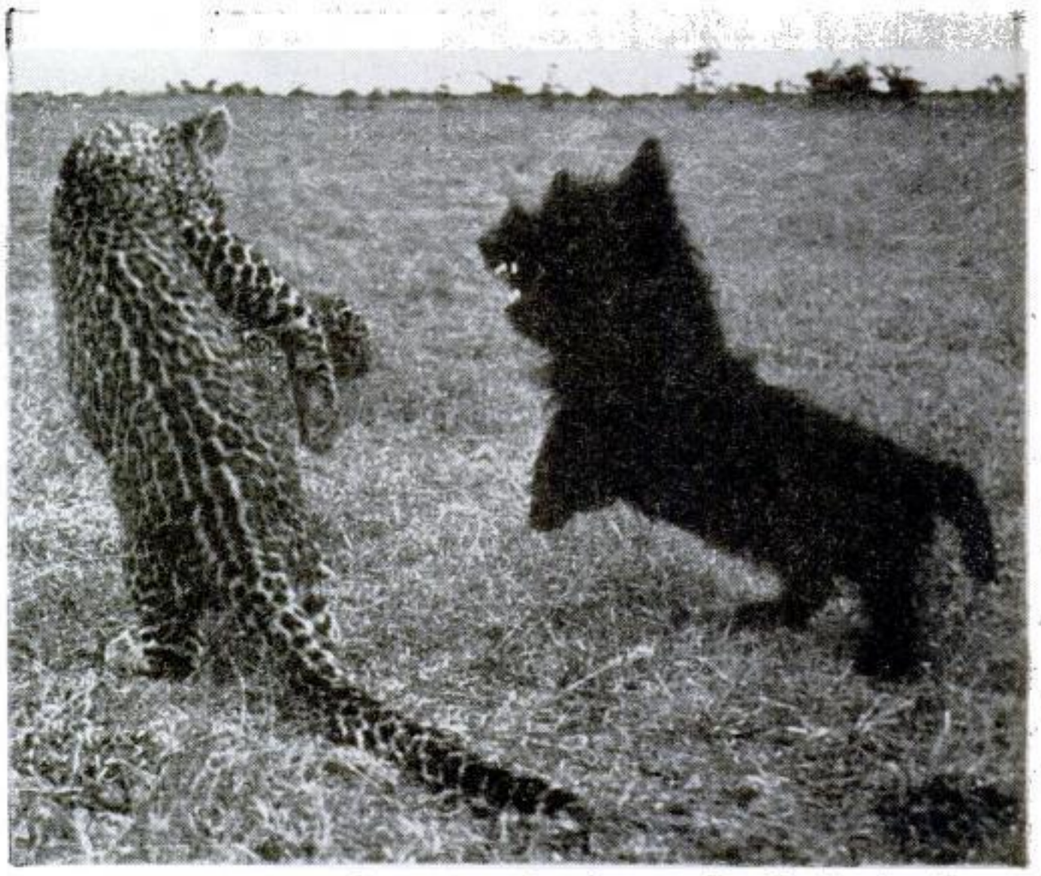
CONTINUED



ANNABELLA GETS A FIRM GRIP on Scott's pants, sends him sprawling on the ground. Scott bears scars to prove how rough Annabella played.



ALEXANDER IS FED a special meal by wary houseboys, who were frequently scared stiff. The pets were fed only five times a week, usually ate outdoors.



ANNABELLA MISSES fast swipe at Scott's terrier Zip. Zip developed a cautious friendship with her but Alexander bit him, gave him an abscessed kidney.

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"S-A-A-Y . . . WHO STARTED ALL THIS?"

"It isn't so long ago that drivers ambled in and said sorta lazy-like 'Guess you'd better check the oil' . . . as if I wouldn't anyway. But now you ought to hear 'em. When I say, 'You need a quart' . . . they ask, 'What do you use in *your* car?' Soon as I tell 'em . . . they want Macmillan, too!"



New York, Gary, Spokane or San Diego— it's all the same. There's been a landslide, ever since word got around that 3 out of 5 of these independent dealers* use Macmillan in their own cars.



No wonder! They're better qualified to know which oil cleans as it lubricates—which oil really penetrates and leaves a tough, slick film that stays on the job—which oil provides protection in these new, hot-running engines!



*Follow these experts** to Macmillan—the oil that's refined by an exclusive patented process—for smoother running—more power—real fuel economy—and peace of mind on the road! Next time, give your car a real thrill—a Macmillan refill!

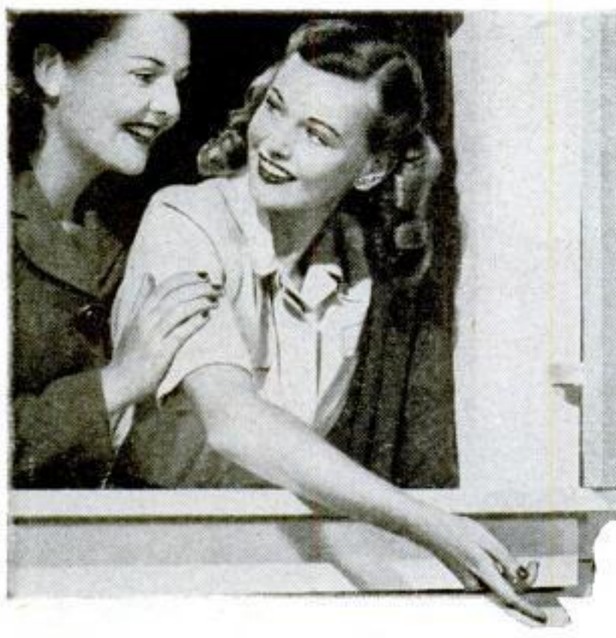
Throughout the nation *3 out of 5* of these dealers* say:

"I USE MACMILLAN IN MY CAR!"

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**Thousands of independent dealers who sell Macmillan and more than 800 other brands of oil.*

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You can't hold 'em down—

since our Doctor advised PHILLIPS'



Here's why it's called an ideal laxative antacid

Phillips' Milk of Magnesia brings fast, effective relief from upset stomach, gas, heartburn and other distress caused by excess stomach acidity. Whenever overindulgence threatens to make you miserable let Phillips' help you start the day *thoroughly refreshed*. Overnight Phillips' performs this double action:

1. ***As an acid stomach alkalizer, Phillips' Milk of Magnesia is one of the fastest, most effective known to science.***
2. ***As a gentle laxative, Phillips' can be taken any time without thought of embarrassing urgency. Caution: Use only as directed.***

Millions of families have made genuine Phillips' Milk of Magnesia their standby. Keep a bottle handy. For economy buy the big 50¢ bottle which contains 3 times as much as the 25¢ size. In convenient, easy-to-carry tablet form, Phillips' costs only 25¢ a box, less than a penny a tablet. Ask for Phillips' by its *full* name, but never ask for "milk of magnesia" alone. Phillips' is sold at all drug stores.



PHILLIPS'

MILK OF MAGNESIA

Liquid or Tablets

LETTERS TO THE EDITORS

KANSAS ELECTIONS

Sirs:

LIFE's double-barreled blast (Oct. 28) at Kansas prohibition was a bit one-sided. Are the liquor manufacturers so hungry for Kansas dollars to fill their coffers that they become desperate in their efforts to force this state wet?

Here in Wichita we have no gutterbums, and a staggering drunk is a rare sight indeed. A man with his wife can walk down any street here without fear of running into a "bowery" section of insulting drunks and undesirables. I might add that crime caused by drunkenness is practically nil in this state.

D. R. HABERT

Wichita, Kan.

Sirs:

Once again the dry-voting, wet-living hypocrisy of Kansas gains mention in a national magazine, and once again irate citizens of the sunflower state will write indignant letters claiming that they have lived in Kansas for years and have never seen anything like what LIFE pictured. In the 20 years I have lived in Kansas I have observed numerous infractions of the liquor laws, to put it mildly.

I have also seen Missouri pave its state highways with Kansas' lost liquor revenue. And I have seen disregard for law in general encouraged by keeping unenforced laws like this on the statute books.

DENISE MCCLUGGAGE

Topeka, Kan.

Sirs:

. . . We in Kansas do not have a corner on the bootleg trade. Bootlegging results in the wet states as well. Your statement made of Kansas, "It is like national prohibition all over again, with the same old dodges, the same old hypocrisy," may be made of wet Iowa as well. The only way to destroy bootlegging is to abolish all taxes and governmental regulation of the liquor traffic. Who would want to do this?

LLOYD TAYLOR

Manhattan, Kan.

CONTINUED ON PAGE 20

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LIFE **Volume 21**
November 18, 1946 **Number 21**



Want to do a Clean-Up job in Sandy's mouth?

Then feed him a hard, crunchy food . . . feed him Milk-Bone. For chewing it helps keep his mouth clean and healthy, develops teeth and gums while supplying hearty, wholesome nourishment. For a happier dog, with a cleaner mouth, switch your pet to Milk-Bone. Your dealer has this time-tested food.



Milk-Bone Biscuit contains nutrients your dog needs. Vitamins A, B_1, B_2, D and E... Meat Meal . . . Fish Liver Oil . . . Whole Wheat Flour . . . Minerals . . . Milk

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Ritepoint

The Easy-Writing Pencil



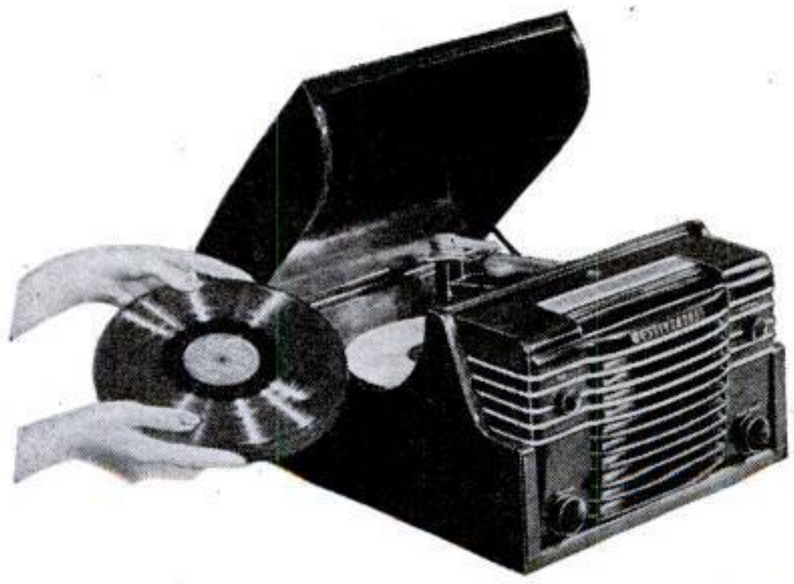
Wiggle your thumb across the point of a *Ritepoint* Pencil. Note that lead is firm and rigid. An exclusive feature of precision-made *Ritepoint*—a special rifled writing tip—holds lead tightly and prevents wobbling.

Smartly styled, in Ebony Black, Dubonnet, or Cardinal Red.

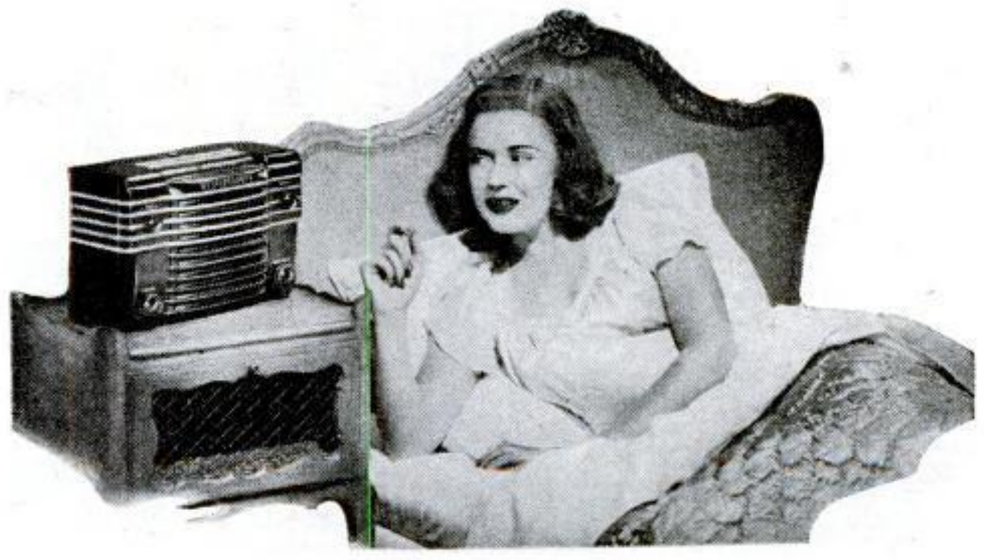
$1 — with Guarantee Service Certificate and an average year's supply of lead. At better stores everywhere.

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IT'S A RADIO PHONOGRAPH WITH AN AUTOMATIC RECORD CHANGER



BUT YOU CAN LIFT OUT THE RADIO AND USE IT ANYWHERE IN THE HOUSE!



THERE'S NO OTHER SET LIKE THE

Westinghouse DUO

IT'S AN

AUTOMATIC RADIO PHONOGRAPH

WITH A SLIDE OUT CARRY ABOUT RADIO

You've never seen anything like this! It's a two-in-one instrument that's entirely new... not a warmed-over prewar model.

A simple modern airstream cabinet . . . rich mahogany veneers . . . clear powerful reproduction . . . *twice* the utility of conventional table models . . . plays 12 records without attention . . . built-in loop antenna . . . single button control record changer. Feature for feature, you can't beat it!

Ask your local Westinghouse Radio Retailer for a demonstration of this revolutionary automatic radio phonograph . . . one of the many original Westinghouse radio creations.

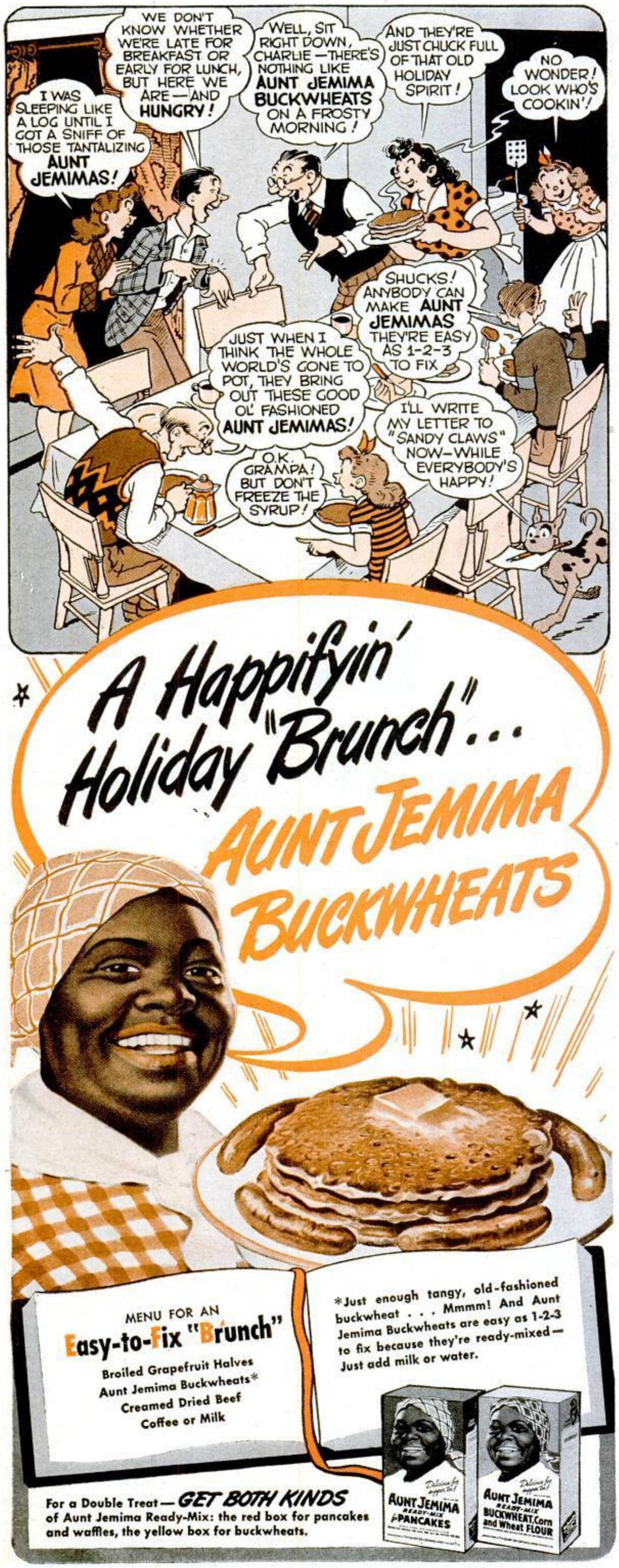
Home Radio Division, Westinghouse Electric Corporation, Sunbury, Pa.



ALL IN A COMPACT AIRFLOW CABINET ONLY 9 INCHES HIGH

LISTEN... AND YOU'LL BUY A **Westinghouse *Radio***

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LETTERS TO THE EDITORS

CONTINUED

SIRS:

THE PAJAMA-CLAD YOUNG MEN IN YOUR STORY ON THE KANSAS ELECTIONS ARE NOT AT A WOODRING RALLY AS STATED IN CAPTION. THEY ARE FRESHMEN IN THE ANNUAL NIGHTSHIRT PARADE HELD ON THE EVE OF FIRST HOME FOOTBALL GAME AT THE UNIVERSITY OF KANSAS. THERE ARE ACTIVE WOODRING AND CARLSON CLUBS AT THE UNIVERSITY OF KANSAS. BOTH HAVE HAD RALLIES, BUT NOT IN PAJAMAS. THE YOUNG MEN PICTURED ARE NECESSARILY "WET" ONLY TO THE EXTENT THAT THEY WERE SERVED DOUGHNUTS AND CIDER (NOT HARD) AFTER THE PARADE. BY THAT STANDARD KU FRESHMEN HAVE BEEN WET SINCE 1902, WHEN FIRST NIGHTSHIRT PARADE WAS HELD.

TOM YOE
DIRECTOR OF PUBLIC RELATIONS
UNIVERSITY OF KANSAS
LAWRENCE, KAN.

● Although the parade and nightshirts were purely traditional, the Woodring placards carried by the students were, as LIFE pointed out, political signs of the times.—ED.

WHITE-FOOTED MICE

Sirs:

You are to be congratulated on recognizing the ability of Mr. Richard P. Grossenheider, one of the finest mammal artists in America today. The life of the white-footed mouse (*Peromyscus leucopus noveboracensis*, LIFE, Oct. 28) contains some of the best portraits of American mammals ever published in a popular magazine. Was it necessary to show our woodland mouse in a barn habitat, which is only typical of that European tramp, the house mouse (*Mus musculus*)?

FREDERICK S. BARKALOW JR.
Marietta, Ga.

● *Peromyscus* will sneak into a barn, however, to raid grain or get out of the cold.—ED.

Sirs:

I greatly enjoyed your articles on white-footed mice, but there is one fact in which I don't agree with you. You say that when a mouse is warning other mice of danger he extends a



foot and vibrates his toes which makes a faint sound. I say that the mouse taps his foot very rapidly on whatever he is standing, producing a sound audible to man as well as mouse.

I have had some white-footed mice as pets and have watched them at night. One will get up on a small cardboard box and give the warning signal and it will have a hollow sound, like a drum. Then the mouse will tap on the paper in the bottom of the cage and it will sound like someone hitting a piece of paper with a pencil.

DAVID PACKER
Newtown, Pa.

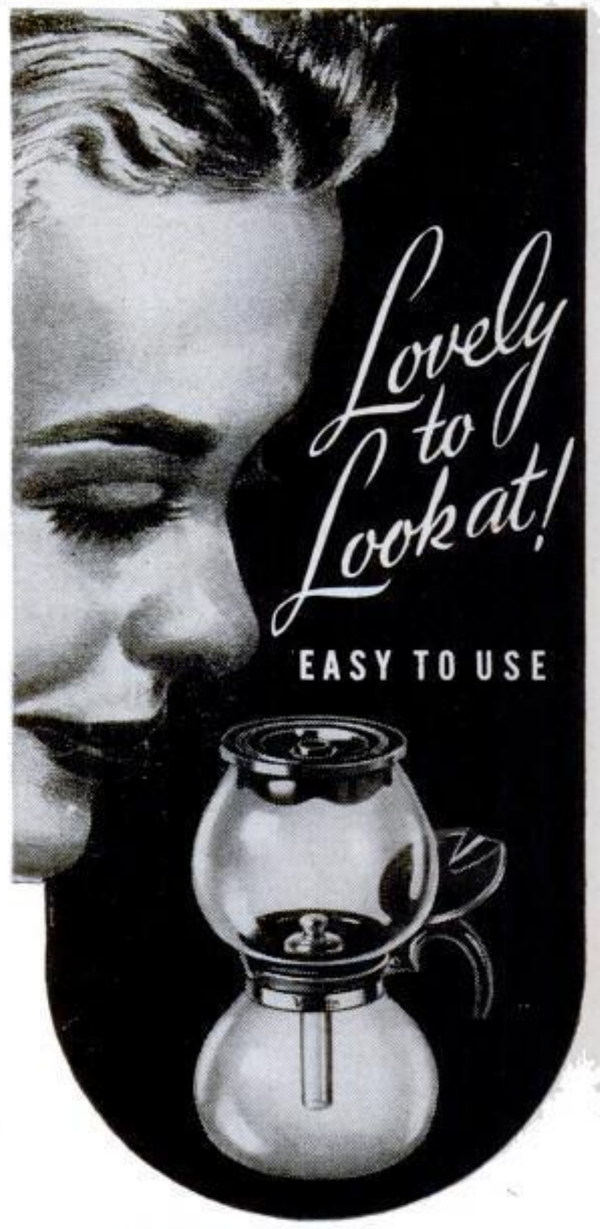
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YOU CAN NOW BUY KOYLON AT YOUR FAVORITE STORE TO RE-UPHOLSTER CHAIRS AND SOFAS.

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LETTERS TO THE EDITORS

CONTINUED

Sirs:

There is an unengaging, dark-eyed, white-footed mouse with "paper-thin ears" currently residing in my office, 21 floors above the street, and scaring the hell out of me. Would LIFE's mouse enthusiast care to coax his little woodland friend to return to friendlier climes before we resort to a trap?

LILIAN JANEWAY

New York, N. Y.

THE UKRAINE

Sirs:

I enjoyed reading Mr. Fischer's article about the Ukraine in LIFE's Oct. 28 issue very much. One reads so many discourses and editorials on Russo-American relations and Communism in today's periodicals that he is utterly confused after hearing writer after writer present his views on Russia.

But an article about the Russian people is different. It shows how human they are and how much like us they are. I am one who believes we can never have any semblance of world peace until we have an understanding among peoples and an elimination of despotic rulers. . . .

GORDON WAHLS

State University of Iowa
Iowa City, Iowa

ONE-ROOM SCHOOL

Sirs:

So you think Erna Meyer has a hard schedule in her one-room school (LIFE, Oct. 28).

I, too, am a one-room rural schoolteacher. This year I have 33 pupils in eight grades, with 14 of them in the first three grades. Besides a curriculum which includes 10 major subjects and many minor ones, I am expected to manage a hot lunch program for each child. . . .

But with nine years' experience and an A.B. degree in elementary education, I am now worth $1,638 a year, which is less than most garbage collectors were getting when they went on strike for higher wages. . . .

ALICE SPIKER

Summers School
Oxford, W.Va.

Sirs:

I am intensely interested in the recent stories LIFE has published regarding the schools of America. It pleases me to see a leading magazine take such a vital interest in this phase of our national economy. I agree that our schools are inadequate, as you so truly portray. . . . Your policy of illustrating the antiquated educational policies in many sections of this nation is doing this and future generations a commendable service. I trust you will continue to remind our citizens of their obligations in order to initiate a modern program which will produce the American spirit of leadership.

BERT P. VOGEL
Principal

Wonewoc Public School
Wonewoc, Wis.

Sirs:

Having been taught in a one-room school, I can say I only hope my children get the same kind of education. The pupils of this school receive closer attention than they would ever receive in a large school. We had 35 kids in my grade school at the time I was going to school; we were all kept busy with our lessons with no loafing time.

CONTINUED ON PAGE 26



not just nylons...but
Cannon Nylons!

THE PASSWORD to loveliest-of-all nylons . . . *Cannon* Nylon Stockings. They're cloud-sheer charmers, created with all the skill Cannon Mills is famous for! *Machine-tested,* to be sure there's not even the tiniest flaw . . . then *sealed* in a protective new Cannon Handy Pack. Quantities are still limited, but ask for full-fashioned Cannon Nylons at your favorite store.

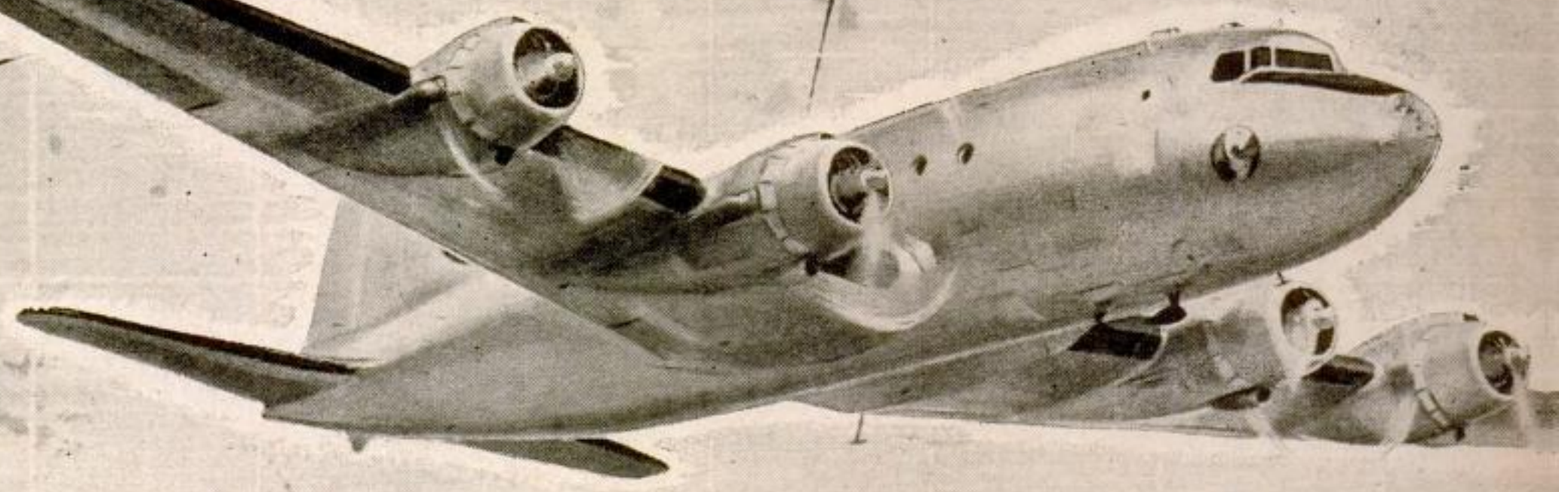
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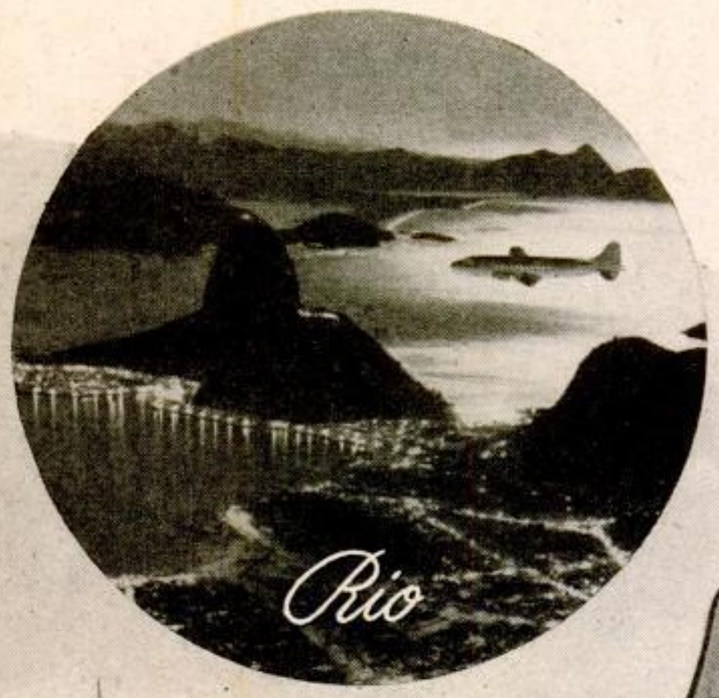






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New York



It started with the Douglas DC-3 . . . the famous airplane that first made modern air transportation possible.

It has become true all over the world, in almost every land on the globe . . .

More people fly more places in planes designed and built by Douglas.

And in today's still faster, still longer and more dependable flight, Douglas continues to earn leadership. For on leading US airlines and the major airlines abroad great Douglas DC-4s now carry more passengers every day to every destination than any other kind of 4-engine airplane.

Soon travelers will be making

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reservations aboard the newest of all super air transports—the latest 4-engine giant to enter scheduled airline service. This is the high-altitude, five-mile-a-minute Douglas DC-6.

It is no coincidence that this long succession of leading passenger planes have all borne the family name "Douglas." For above all, these famous planes have been *dependable.* This basic quality of dependability has been characteristic of the great Douglas planes of war as well as of Douglas peacetime airliners.

When a Douglas-built airplane leaves the plant, crew and passengers alike know it is thoroughly proven and equipped to perform its tasks faithfully and well.



• • Santa Monica, California

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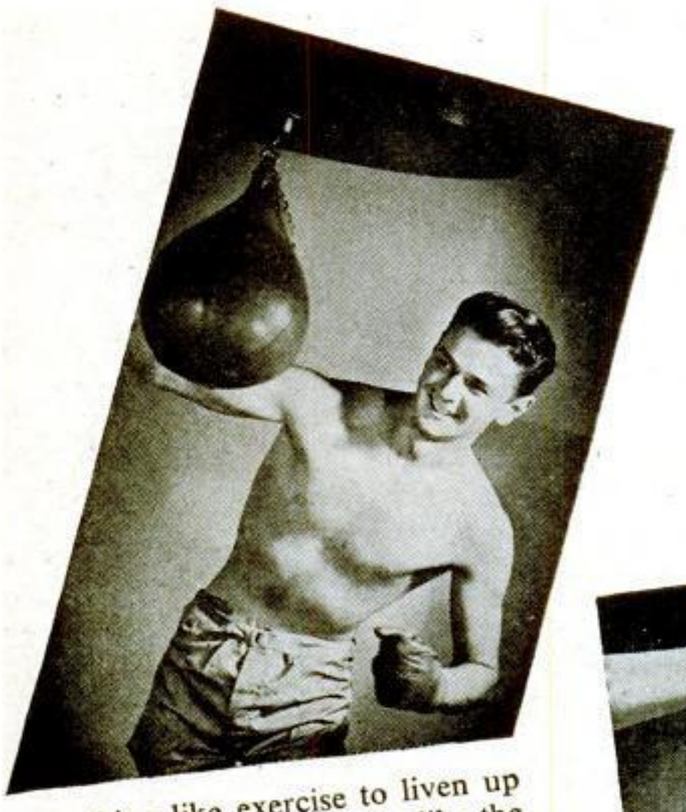
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Nothing like exercise to liven up a man's looks. And nothing like the Vitalis "60-Second Workout" to give him hair to match! For this famous Workout makes your hair look vital, alive . . . your scalp feel tinglingly refreshed. Want a *vigorous*-looking head of hair? Here's the recipe . . .



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with the **Vitalis** *"60-Second Workout"*



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LETTERS TO THE EDITORS

CONTINUED

I did have two years in a large school and still can say, I enjoyed the country school much better.

GEORGE JORGENSEN

Olathe, Kan.

SEAGOING JEEP

Sirs:

The Navy should be complimented on its recent discovery (LIFE, Oct. 28) of a waterproofing kit for a jeep. Perhaps, too, the Army should be complimented for the successful safeguarding of a military secret because while in the Army at Aberdeen Proving Grounds, during the fall of 1943, I witnessed underwater operations of military vehicles

ROBERT B. SAX

Thorofare, N.J.

Sirs:

We landed our waterproofed jeeps in combat at Licata, Sicily; Salerno, Italy; Anzio and southern France. . . .

FRITZ F. HARDER

Arkansas City, Kan.

Sirs:

. . . If the Navy has just now discovered the waterproofing system, there's another good argument for a unified command. . . .

JERROLD OWEN

Oakland, Calif.

● Unlike the Army underwater vehicles during the war, the Navy's seagoing jeep is permanently amphibious, can be driven overland and underwater without long stops for installation and removal of its waterproofing equipment.—ED.

"DREAM GIRL"

Sirs:

June Havoc may be a *Dream Girl* (LIFE, Oct. 28) but certainly isn't a contortionist. Perhaps your photographer was a bit ruffled on "the dark stage" when he took his picture of her.

Anyone would tell you that June is *doffing* her slip.

GORDON MARSHALL

New York, N.Y.

● Miss Havoc says she was definitely *donning* her slip.—ED.

ZECKENDORF

Sirs:

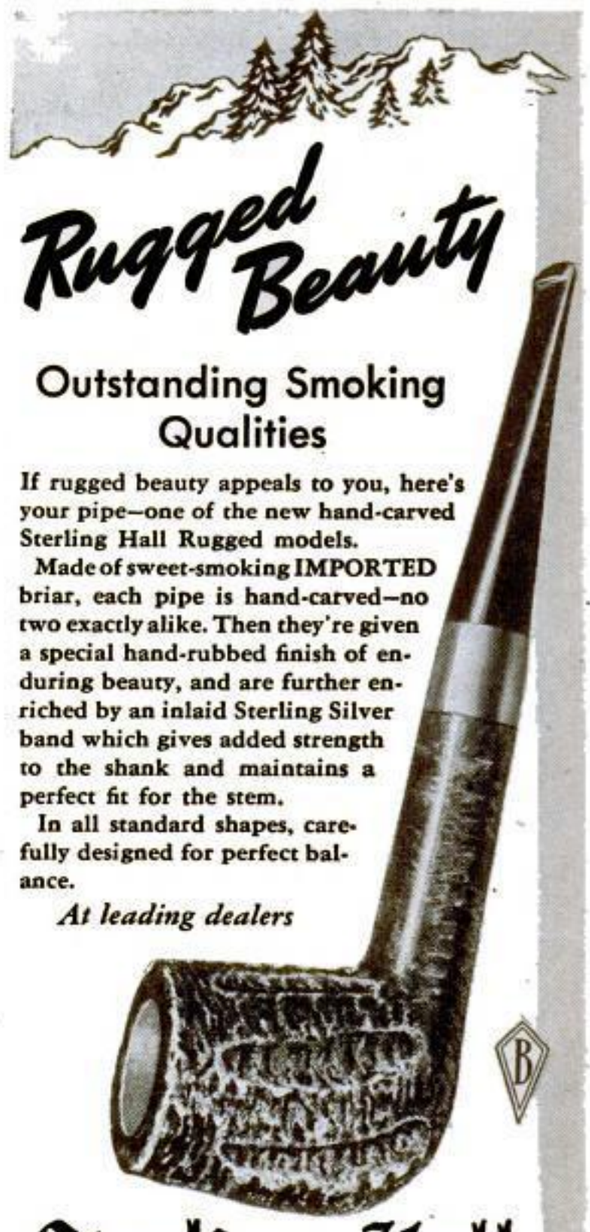
I hope William Zeckendorf, the big builder (LIFE, Oct. 28), loses his ill-gotten millions. He could certainly spend them to better advantage than by making even more unnatural and fantastic the lives of some thousands of his fellow citizens.

Rather than see more skyscrapers built in New York, Houston or Fort Worth, I should like to see this money migrate to the villages, farms and rural areas of the U.S. I should like to see these vast amounts invested in the real health of the country, not in raising towering monuments to futility.

To my mind, people live happiest in communities of 5,000 to 10,000. . . . What is the worker in New York, Chicago, Los Angeles? He is a fraction of a human. . . . We need someone to build up the real resources of places like Dime Box, Espinosa, Williams or Walsenburg—not to build more elaborate prisons for the slaves of an outmoded Gotham.

E. L. SITTON

Fort Worth, Texas



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If rugged beauty appeals to you, here's your pipe—one of the new hand-carved Sterling Hall Rugged models.

Made of sweet-smoking IMPORTED briar, each pipe is hand-carved—no two exactly alike. Then they're given a special hand-rubbed finish of enduring beauty, and are further enriched by an inlaid Sterling Silver band which gives added strength to the shank and maintains a perfect fit for the stem.

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FREE BOOKLET...Learn how to keep healthy and comfortable this winter! Write for the Jones Health Booklet.

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Jones QUALITY Health UNDERWEAR

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DO YOU HAVE LIGHTING ON *YOUR* MIND?



Perhaps you should! For once again shorter autumn days are bringing eyes indoors to study, to read, to sew. Once again it is time to lay in a supply of right-size G-E lamp bulbs.

Right-size because poor light spells "trouble" . . . eyestrain.

G-E because the constant aim of G-E lamp research—to make G-E lamps *Stay Brighter Longer*—assures you of the brightest, most economical light, that over half a century of lamp making skill can produce!

Get the G-E bulbs you need at these low prices:

75 and 100 watt 15¢ **150 watt 20¢**

25, 40 and 60 watt *only* **11¢** Plus Tax



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How to give yourself all the breaks

1. In buying flowers for your girl, or picking your clothes for a date, a little extra care pays off.

This doesn't mean you have to be a fashion expert to look your best. It's simply a matter of picking your clothes with an eye to the occasion.

On a dressy occasion, for example, take your cue from the young fellow above.

Wear clothes that are appropriate to the time and place, as he is doing, with a town-style hat like the handsome new Stetsonian . . .



2. His dark-brown worsted suit with a gray-blue pin stripe, and his brown-and-white herringbone topcoat are at home in the best of company without being too formal for fun.



3. His white shirt and small-figured tie in maroon, silver, black, and yellow team smartly with his plain maroon 6 x 3 rib socks. Shoes are dark brown, straight tipped, right for town.



4. For a final touch of distinction, he wears the dashing Stetsonian in the warm new shade, Quail Brown. Its smart, easy lines will take him wherever he goes in style.

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LIFE

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LIFE'S PICTURES

When Jon Brenneis photographed the apache party (pp. 144–149) and discovered the girls making their entrance down a ladder, he crouched at its base and obtained a worm's-eye gallery of pictures. Although 26-year-old Brenneis has been covering stories for LIFE since his discharge from the Marines last January, he has been a photographer since he was 15. He and his wife now live in Berkeley with no children, but a houseful of cameras.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (*left to right, top to bottom*) and line by line (*lines separated by dashes*) unless otherwise specified.

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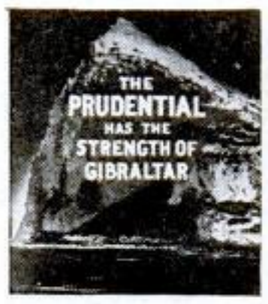
Is your wife happily married?

THERE aren't many set rules for a happy marriage—that delicate relationship made up of so many diverse elements. Your wife may enjoy a kind of living which is completely different from your neighbor's—her conception of ideal life may be the reverse of that of the woman down the street.

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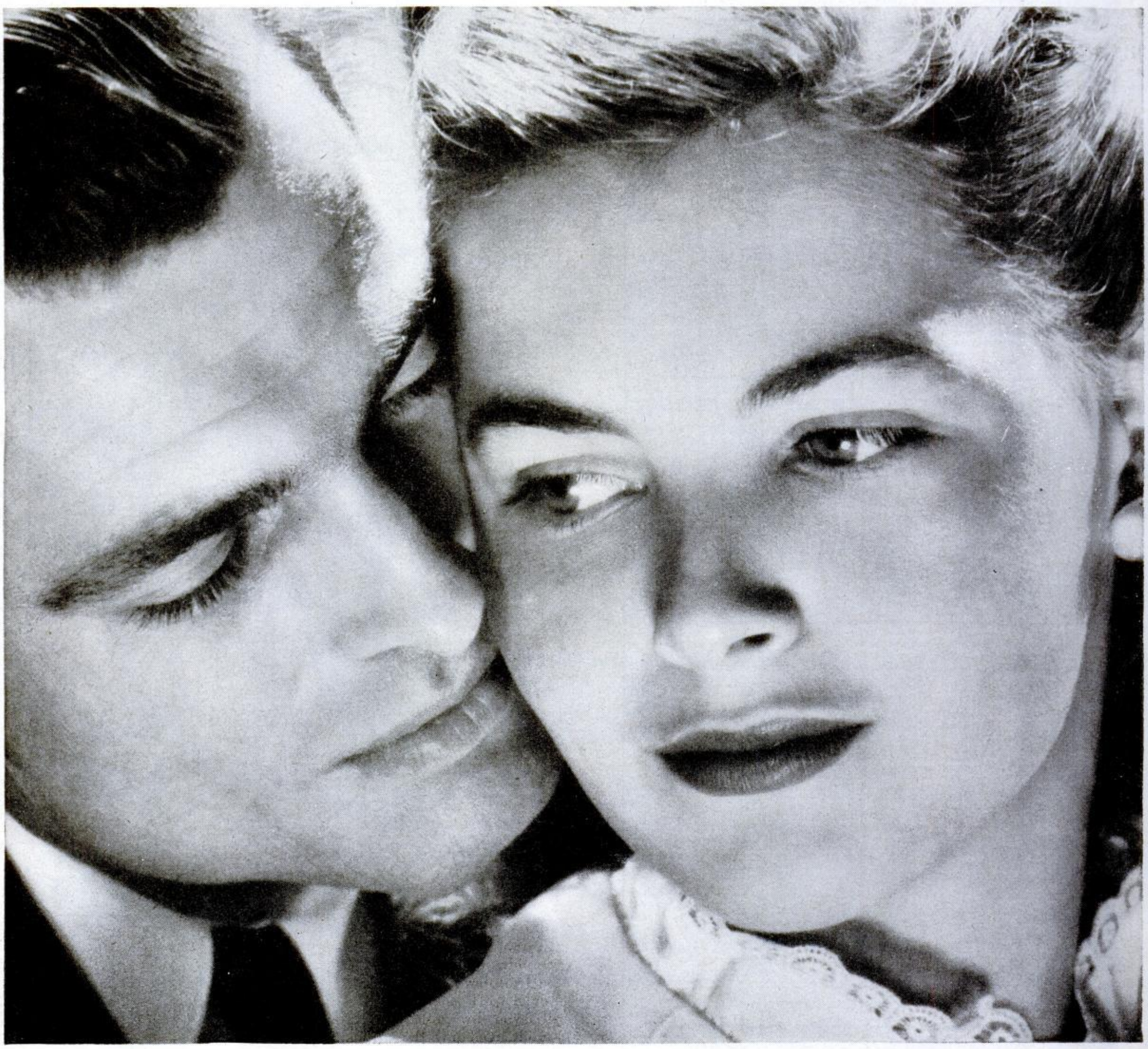
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LIFE
Vol. 21, No. 21 November 18, 1946



THE G.O.P.'S TOM DEWEY AND WIFE, CELEBRATING HIS RE-ELECTION AS NEW YORK GOVERNOR, GREET NEWSMEN AS HIS RECORD 675,000 MAJORITY PILES UP

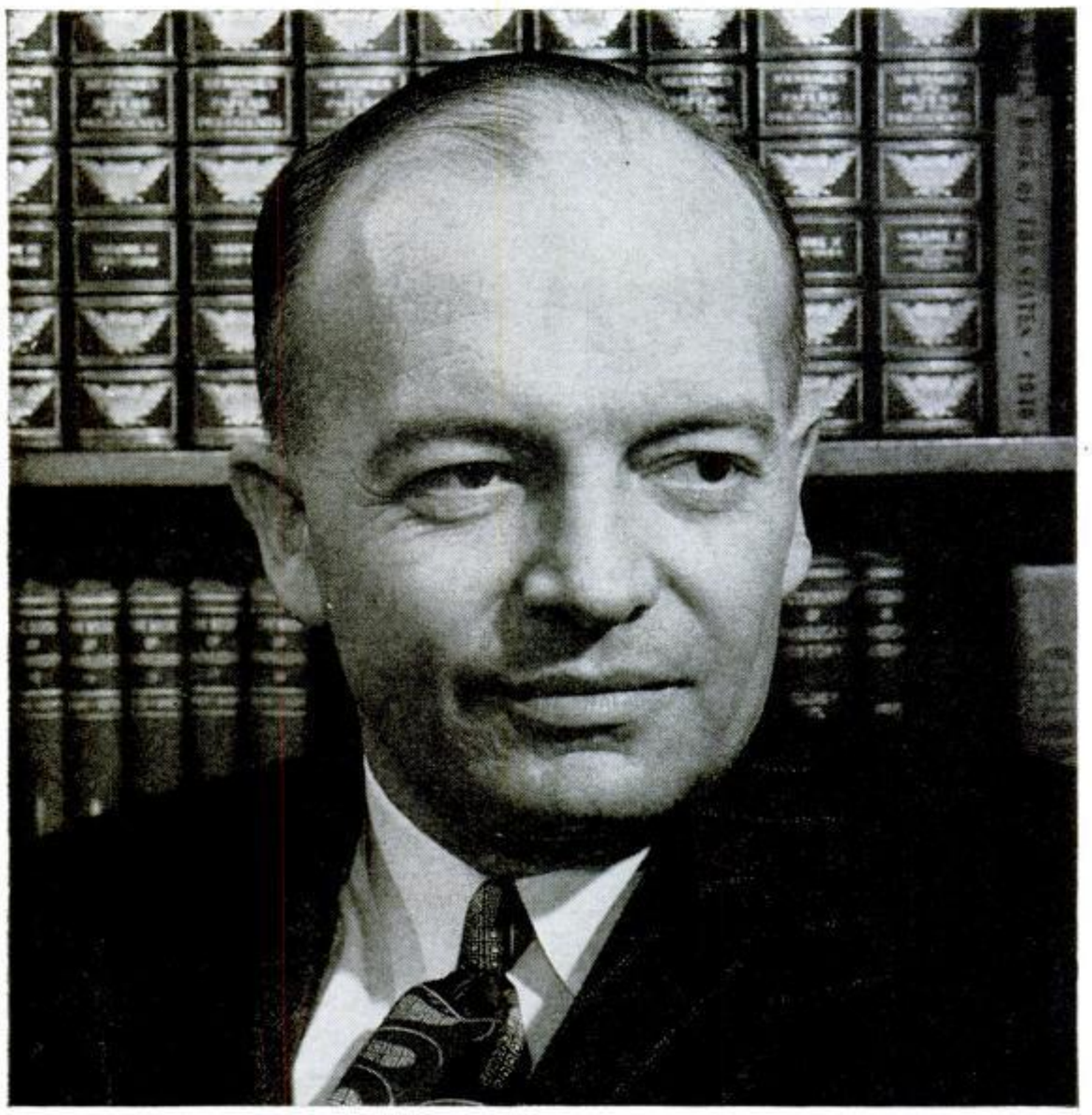
REPUBLICANS START A NEW POLITICAL ERA

On Nov. 5 a new political era began in the U. S. In the election that day the Republican Party captured the House of Representatives, the Senate and two new governorships. They immobilized strong big-city Democratic machines in Chicago, Jersey City and Kansas City, and won over a good part of the labor vote which the P.A.C. leaders had tried hard to deliver to the Democrats. Thus in a single, sweeping counterattack they practically drove the Democratic party back to its old defensive position below the Mason-Dixon line—leaving President Truman a lonely hostage in Washington.

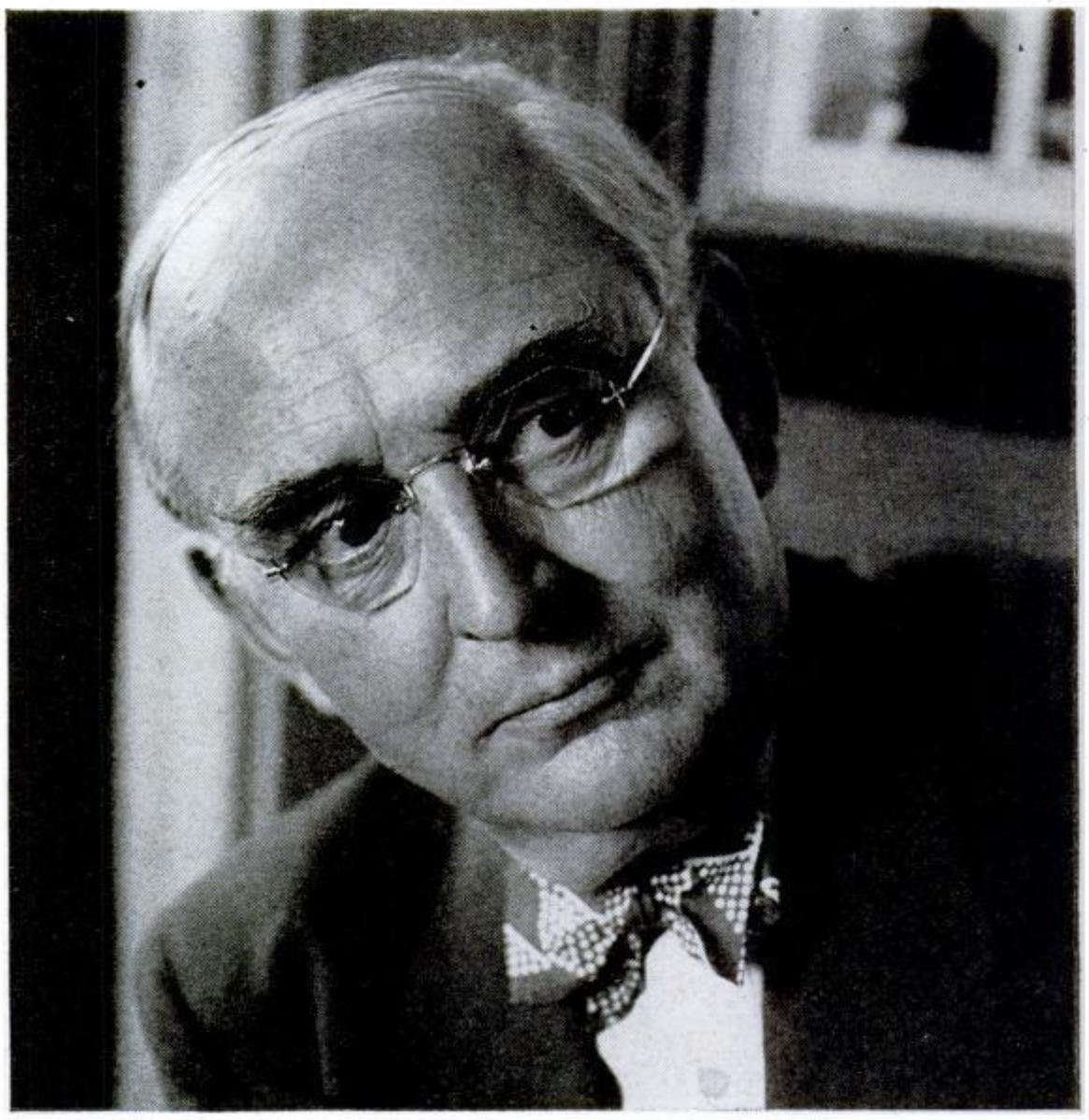
The Republican victory was so tremendous as to leave almost no doubt that the Democrats cannot make a comeback on the national scale until the next great shift in public opinion. For the next two years the Republicans, subject only to presidential veto, will call the turn on the nation's laws, taxes, budget, foreign policy and military expenditures. In 1948, barring unforeseeable political accident, they will elect a new president and take over full responsibility for administering the laws.

One presidential hopeful who emerged stronger than ever last week was New York's Governor Thomas E. Dewey (*above*). Dewey, cool, uncompromisingly efficient, is more respected than liked by his party, which nominated him for President in 1944 chiefly because the Gallup poll placed him head and shoulders above all other candidates. As a once-defeated nominee, he is handicapped by tradition, for the Republican Party has never renominated a beaten candidate. But last week his voters re-elected him by the greatest majority ever given a New York governor, thus making him even more a man to reckon with. For men whom Dewey himself will have to reckon with, turn the page.

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HAROLD STASSEN, only 39, a one-time governor of Minnesota, is an unconventional politician who got his start by upsetting his state's old-line Republicans and has since led the Republicans' most internationalist wing. A long shot, Stassen's chief strength lies among young progressives whom he has helped to elect in many districts.



ARTHUR VANDENBERG, 62, senator from Michigan, has long been a party leader and is the Republicans' recognized dean on foreign affairs. If the nation's attention is focused on foreign relations in the 1948 campaign, Vandenberg may be a strong contender. But on domestic issues his role in the Senate has always been secondary to Bob Taft's.

THESE MEN, PLUS DEWEY, ARE LIKELIEST CHOICES FOR THE NEXT PRESIDENT

Of the five Republicans on these pages the only self-confessed candidate for the presidency in 1948 is Harold Stassen. But, whether they acknowledge it or not, all the others here, through eminence in party affairs or popularity in various factions or geographical sections, are prime candidates.

At the moment Tom Dewey (*see preceding page*) and Bob Taft look strongest. John Bricker is personally popular among politicos and appeals to the ultraconservative wing. Harold Stassen is trying to duplicate Wendell Willkie's success at the 1940 convention by appealing to the public and to the young delegates. Arthur Vandenberg and Earl Warren are the leading compromise candidates. But if all these top men prove too strong, the result may be a deadlock and the final choice of a dark horse.



EARL WARREN, 55, former district attorney has been so popular as California's governor that both parties nominated him for re-election this year. A mild, moderate, reasonable man and a proven administrator, he would make a fine compromise candidate if more aggressive party factions found themselves deadlocked in the 1948 convention.



ROBERT TAFT, 57, senator from Ohio, is party's No. 1 man in Congress. A painstaking lawmaker, he is generally considered a conservative but has sponsored advanced social legislation like the Wagner-Ellender-Taft housing bill. A shrewd politician, he controls large blocks of convention delegates, including most of those from the South.

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JOHN BRICKER, 53, shown here with his wise and charming wife, is the first choice among hidebound party regulars who distrust any domestic change or foreign entanglements. Tall, handsome, affable, a good speaker and photogenic campaigner, he was governor of Ohio for three terms and was elected to the Senate last week by 418,000 votes. At the 1944 convention, when he was nominated for the vice presidency, he received a greater ovation than Dewey had. But that year he had the support of delegates committed to Bob Taft, who stepped aside to let his fellow Ohioan run. In 1948 Bricker may be on his own and he would be bitterly opposed by party moderates and progressives.

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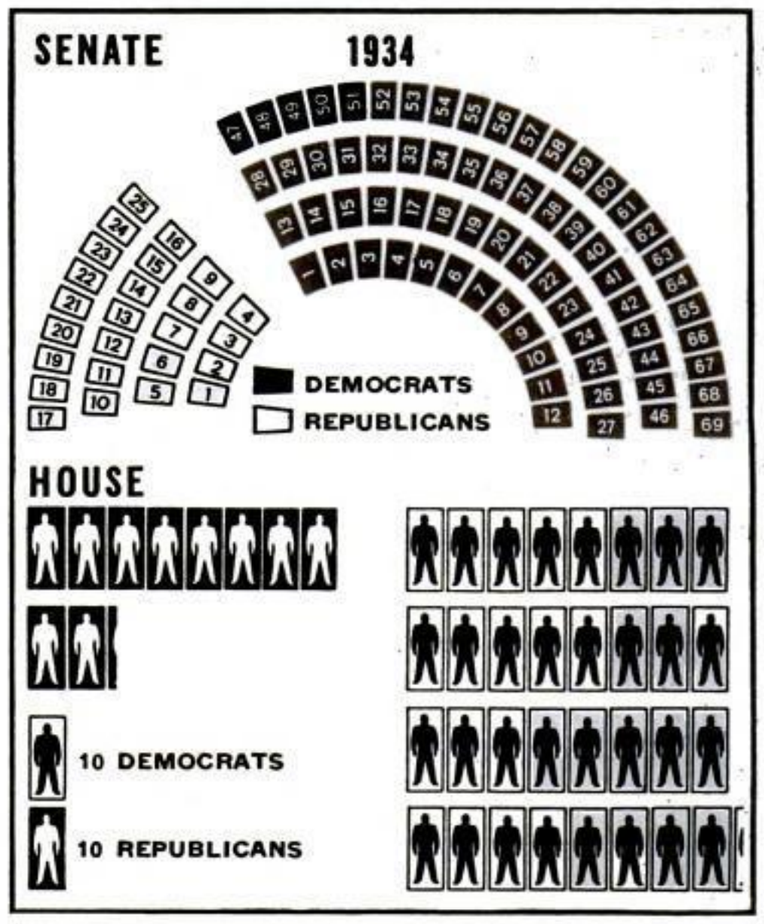
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THE GROWING TIDE OF REPUBLICANISM HAS CARRIED THESE MEN TO CHAIRMANSHIPS OF HOUSE COMMITTEES

The tides of Republican power in Congress have fallen on presidential elections and, as the charts at right show, have risen on the off years. This time the off-year election put the Republicans over the top. For the next two years they will run things on Capitol Hill pretty much the way they see fit, mostly because the chairmen of all the important congressional committees will be members of the Republican party.

By tradition the chairman of a congressional committee is the senior member of the reigning party on that committee. No matter which party is in power this arrangement necessarily provides the nation with a strange assortment of good and bad chairmen, as is evidenced by the Republicans shown on these pages. Following this tradition, one of the first things that will happen when the 80th Congress convenes next January will be a complete reshuffling in which these men assume their new positions. Similarly, in the Senate, Arthur Vandenberg of Michigan will become chairman of the Foreign Relations Committee in place of Democrat Tom Connally of Texas; Robert Taft of Ohio will head the Finance Committee, Charles Tobey and Styles Bridges, both of New Hampshire, will take over the Banking and Currency and the Appropriations Committees. The chairman of the Senate Armed Forces Committee, a new merger of the Military Affairs and Naval Affairs Committees, will be Chan Gurney of South Dakota.

Numerically, Republicans will not hold as many jobs as the Democrats did during their period of power. That is because La Follette-Monroney Bill, passed last July, streamlined Congress by cutting the number of committees—and chairmanships—from 81 to 34. But regardless of how many committees there are, Republican chairmen will run them and Republican power will remain just as strong.



REPUBLICANS WERE WEAK in House and Senate in 1934, hit an all-time low in 1936 presidential landslide.



MAJORITY LEADER in the House, elected by vote of the Republican congressmen, may be Charles A. Halleck of Indiana, who ran the House campaign committee in this election. Joe Martin, the next Speaker, favors him.



SECOND CANDIDATE for the majority leader post is Clarence Brown of Ohio, loud, capable and commanding. Some believe that to avoid a fight between Brown and Halleck, Martin might support Les Arends of Illinois.



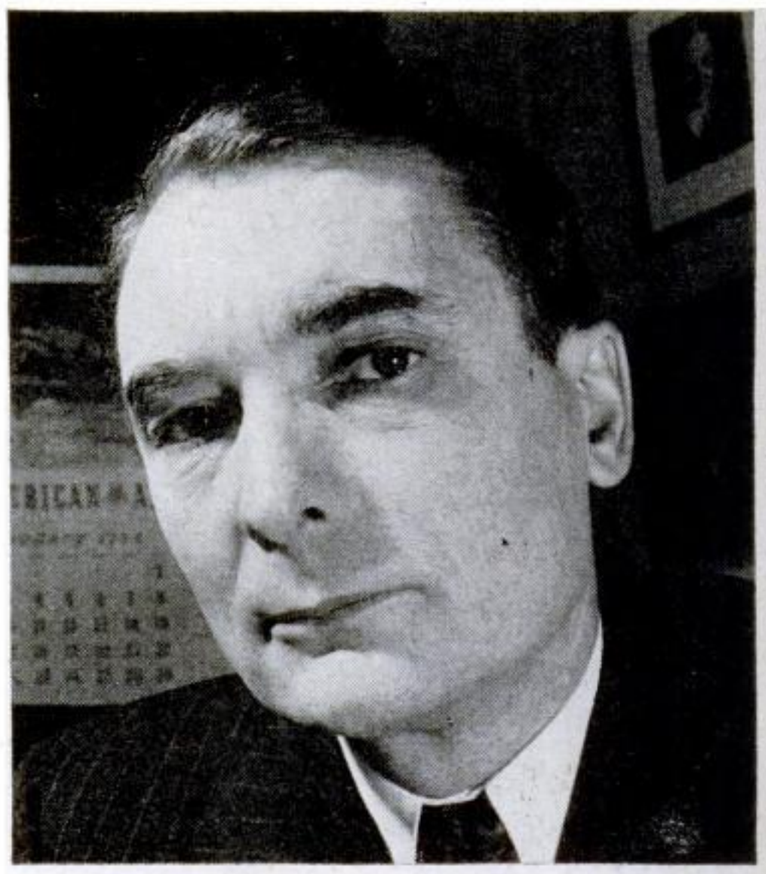
APPROPRIATIONS Committee will be led by Congressman John Taber of New York, the penny-pinching "watchdog of the treasury," as he likes to be called. His shouting during a speech once cured a man of deafness.



EDUCATION AND LABOR Committee may be headed by popular Richard J. Welch of California. Some Republicans, who think that he is too close to being a New Dealer, may effectively keep him from this chairmanship.

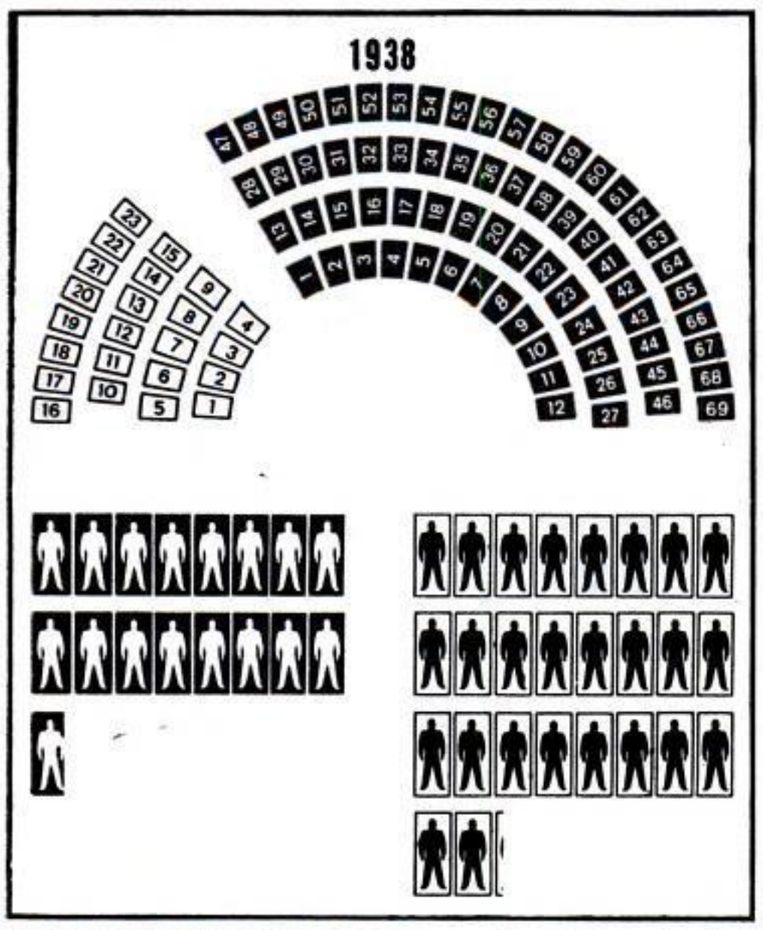


WAYS AND MEANS chairmanship may go to Harold Knutson of Minnesota, though many Republicans would like to ditch him. Narrow-minded, provincial, he has embarrassed party by bitter isolationism even during war.

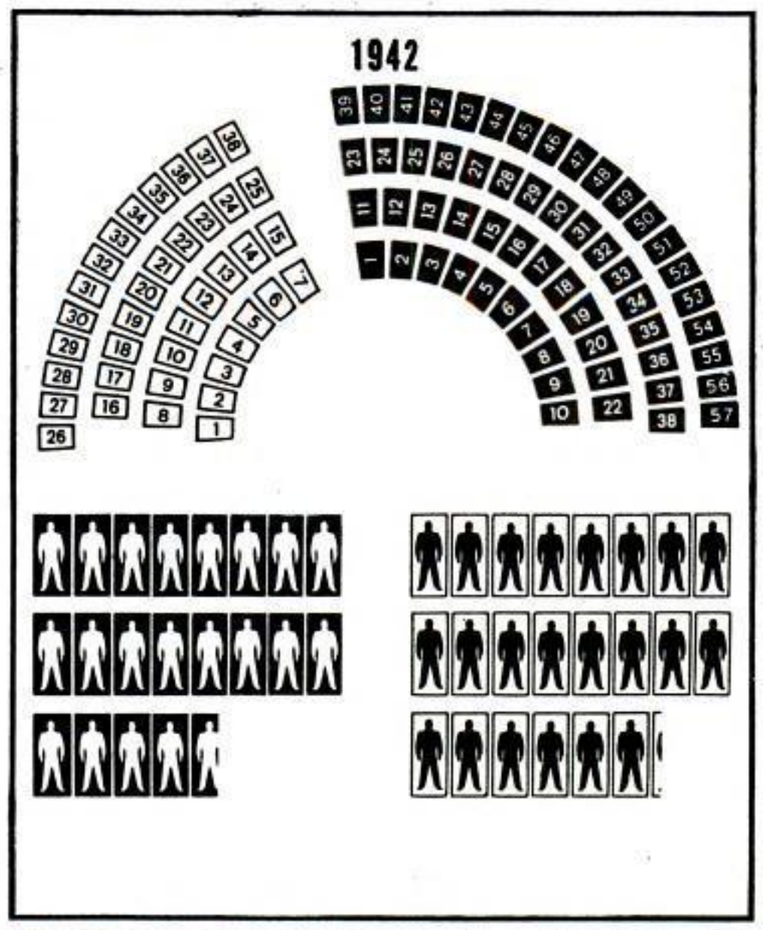


AGRICULTURE Committee will be headed by Clifford R. Hope of Kansas, who is the top farm expert in Congress. Besides experience—he has been a congressman for 18 years—Hope is an intelligent, compelling debater.

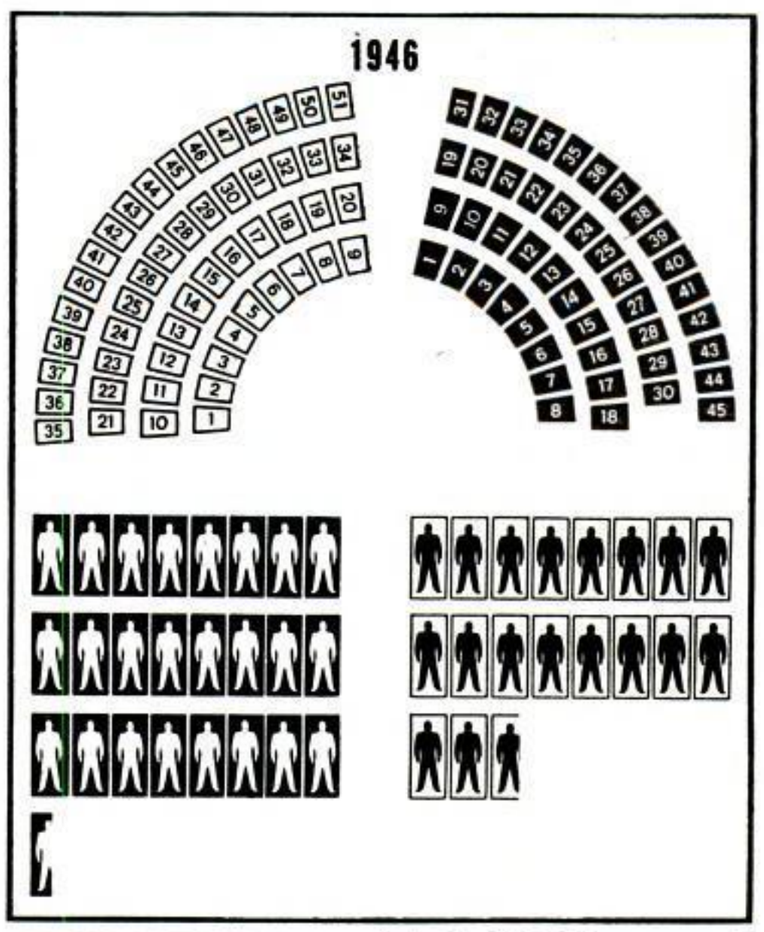
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START OF RESURGENCE came in off-year election of 1938. Republican comeback was strong in the House.



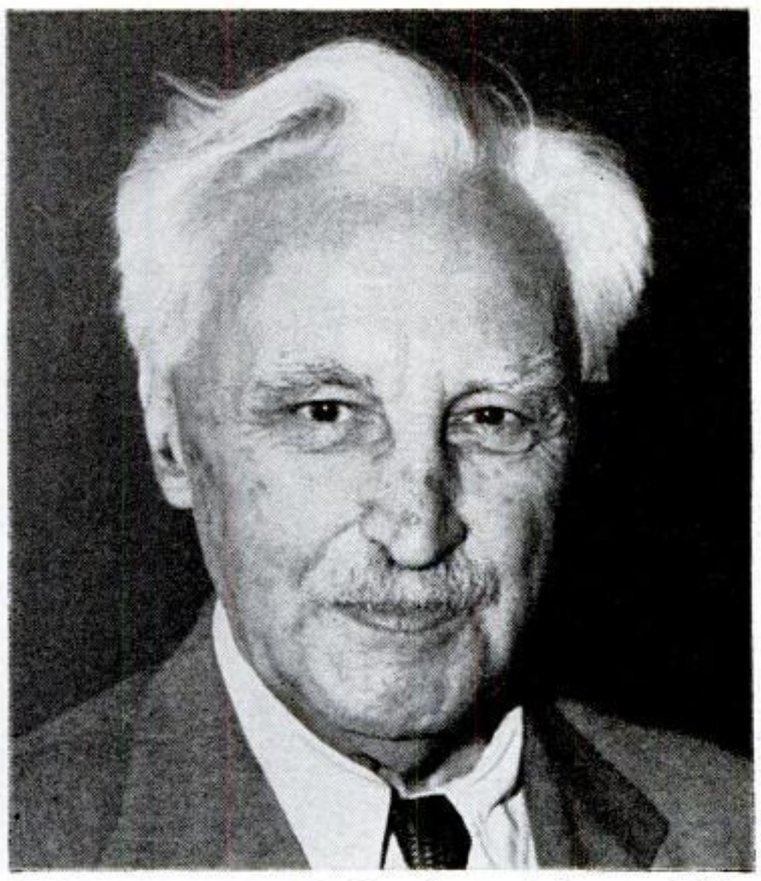
RESURGENCE CONTINUED through 1942. Republicans drew almost even in House, gained 15 seats in Senate.



PRESENT SITUATION finds the G.O.P. in command of both House and Senate for the first time since 1932.



RULES Committee which, with the Speaker, runs the House, is to be guided by Leo Allen of Illinois, an old party man and close friend of Martin. Allen is sure to get the Republican legislative program to the floor promptly.



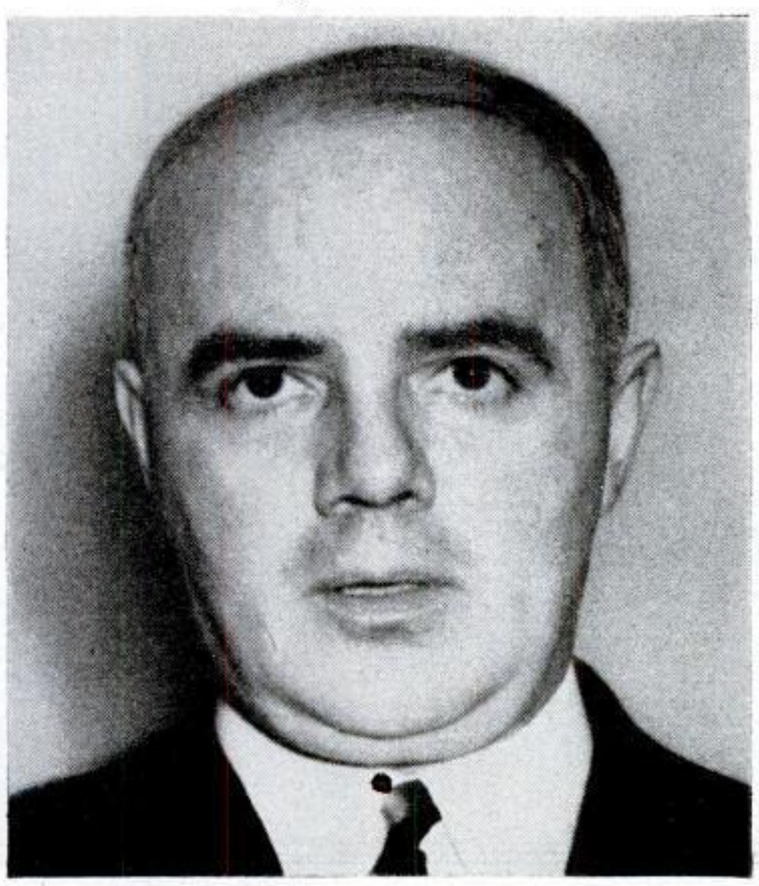
FOREIGN AFFAIRS Committee chairman will be Charles A. Eaton of New Jersey, a liberal in foreign policy who was an alternate delegate to U.N. He should team well with Vandenberg, chairman of Senate committee.



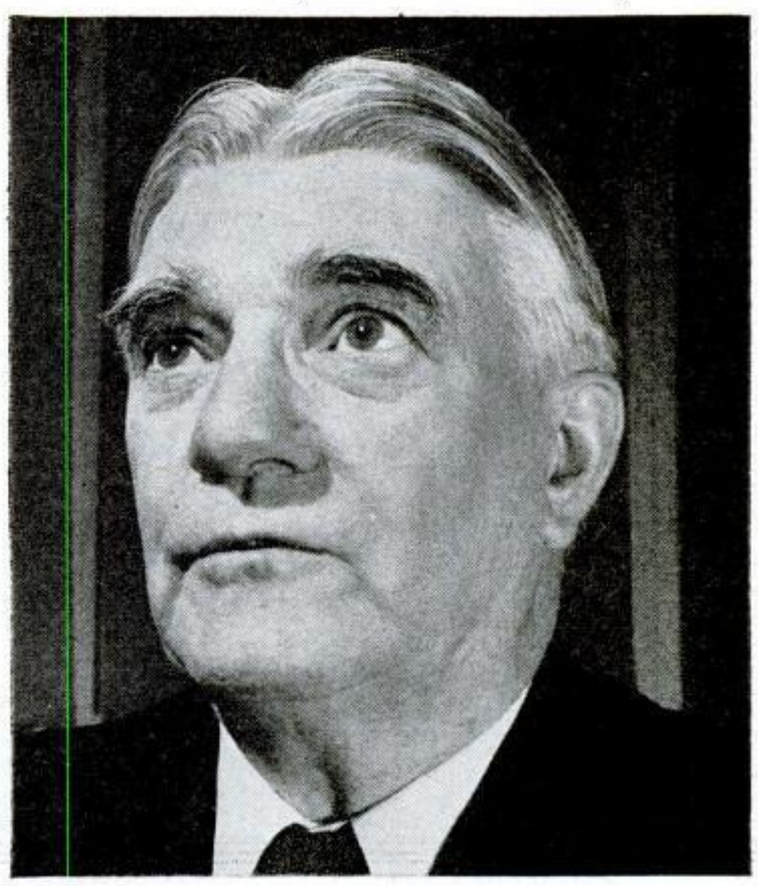
ARMED SERVICES Committee, new body representing a merger of the former Military Affairs and Naval Affairs Committees, is likely to go to Walter G. "Ham" Andrews of New York, a pleasant idolizer of Army "brass."



BANKING AND CURRENCY Committee will be chairmanned by Jesse Wolcott of Michigan, knowing in financial matters, conservative, a sharp debater. Wolcott favors removal of all restrictions on installment buying.



UN-AMERICAN ACTIVITIES Committee, which appears slated for renascence, will be under J. Parnell Thomas of New Jersey. Vindictive, ultraconservative, he probably has less know-how than first chairman, Martin Dies.



INTERSTATE AND FOREIGN COMMERCE Committee will be chairmanned by Charles A. Wolverton of New Jersey, a liberal who has often voted with Democrats and is extremely well liked on both sides of the House.

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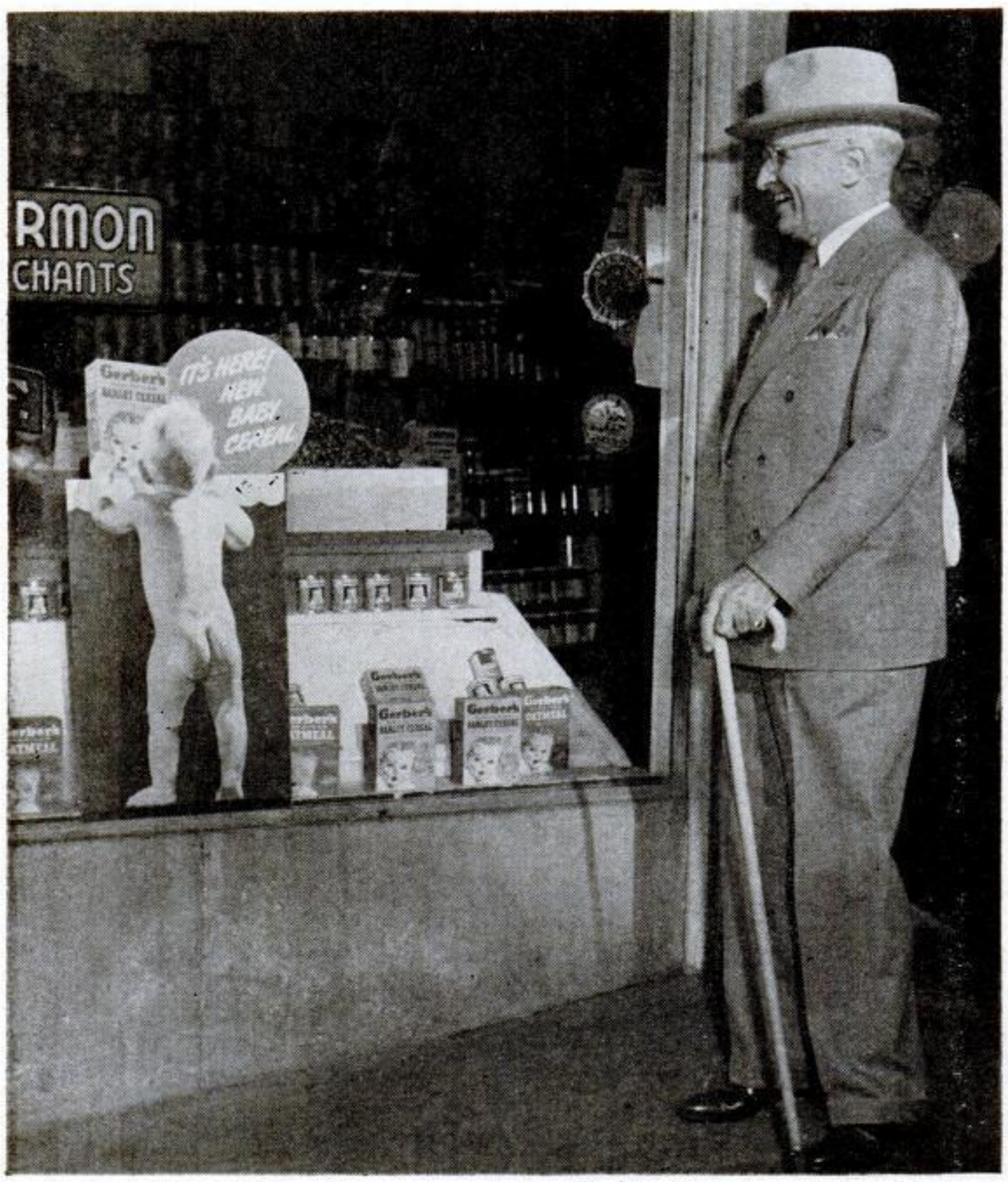
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MARTIN WILL RUN HOUSE IN CONGRESS WHICH WILL CUT COSTS, CURB POWER OF PRESIDENT

The round, homely, comfortable man at the telephone in the picture at right, surrounded by hometown admirers in his newspaper office on election night, will be the second most powerful man on Capitol Hill for the next two years. He is Joseph W. Martin Jr. of North Attleboro, Mass., Republican member of the House for 21 years, minority leader for 7, now slated to become Speaker. In this post he will wield the same sort of influence over the House that Bob Taft will wield as majority leader in the Senate. Although lawmaking by Taft, Martin and the Republican majority will be subject to veto by Harry Truman (*below*), they in turn will be able to veto the President on appointments to federal administrative and judicial posts.

Under Joe Martin and Bob Taft, the Republicans are likely to follow a conservative to middle-of-the-road course in the next two years. Although both were once tagged as isolationists, both now follow the bipartisan Byrnes-Vandenberg-Connally foreign policy. They believe in cutting military expenditures but not to the point of damaging present defense and occupation policies. They favor sharp reduction in other government expenditures and a balanced budget. On all these points they apparently represent the consensus of their party's old and new members on Capitol Hill. Most political observers expect the following changes to be made by the next Congress:

1. The federal budget will be cut from its present $43.5 billion to $35 billion or less. At the same time income taxes will be cut about 20%.
2. Most of the President's wartime emergency powers and the wartime bureaus will be abolished. This will end all priorities, allocations, the War Labor Board and Civilian Production Administration, and will reduce the President's power to intervene in labor disputes.
3. Federal labor laws will be amended to cut the power of union leaders. Most likely are amendments making unions financially responsible for breach of contract, permitting employers to fire wildcat strikers and prohibiting strikes against "essential services" like power and transportation.
4. The idea that the government can create prosperity by manipulating industry to guarantee "a job for everybody who wants one," as embodied in Franklin Roosevelt's original Full Employment Bill, will be abandoned. So will the theory that government can raise living standards by increasing the minimum legal wage. Instead the burden of prosperity and better living standards will be shifted back to the nation's inventors, engineers and business managers. The emphasis in the Republican era will be on production instead of planning.



HOME TO VOTE, Harry Truman pauses to smile at a drugstore window display in Independence, Mo. His pre-election forecast: "The Democrats will win, of course."

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EDITORIAL

TRAVELERS' TRAVAIL

IT'S AN ORDEAL, AND IT WILL BE UNTIL AIR AND RAIL MANAGEMENTS REALLY UNCORK

Probably the best and surely the kindest advice that can be given to anybody about to make a trip in the U.S. these days is "don't." Equipment was never worse, service more expensive and old-fashioned courtesy so scanty as now. Reservations frequently turn out to be scraps of paper, and to get a hotel room you must know the grip or be related to the manager. Every waiting room, every lobby echoes with the wails of the bedeviled.

Ears are bent with stories like that of the honeymoon couple who thought it would be romantic to fly from New York to San Francisco and back. After an incredible, but not unusual, series of late planes, cancelations and lost baggage they arrived in Cleveland. A notice told them the plane for their last lap was delayed "indefinitely." No further report, or even kind word, forthcoming, they telephoned New York at their own expense. They learned their plane was grounded in a Wyoming storm and its arrival was indeed indefinite. At this point they gave up and decided to finish their trip by rail. They obtained a reservation but arrived in their car to discover their berth sold to and occupied by a couple that had boarded the train at Columbus!

Time to Spare?

That's how it goes on the airlines and railroads. Of course it is true that when the airlines are really clicking with firm reservations, when the air is placid and the plane new, then flying is swift and even a reasonable amount of fun. But even at its best, air travel in 1946 has drawbacks. A New Yorker who has ordered his ticket some weeks in advance may rise early on a bright morning, hasten to the airport confidently expecting to have almost a full business day in Washington. He may depart on schedule, wing south with the heart of a bird, sight the top of Washington Monument and then half an hour later find himself in Philadelphia. A little fog puts him on a slow train and he loses most of the day.

Passenger terminals are a shambles, overcrowded, scantily supplied with chairs, food facilities poor. Chicago is the worst, Washington the best. While this is the fault of the municipalities, the airlines exert little effort to make even temporary improvements.

What the airlines need is more of everything, from telephones to handle the calls now inundating their switchboards to superplanes for carrying the multitudes now straining to thrust bills of large denomination into their hands. The 1946 air passenger miles will wind up just about double those of last year and nearly eight times those of 1939. Among other things this poses an acute safety problem. Congress should have appropriated money and the Civil Aeronautics Authority should have installed, long before this, the instrument landing and ground-control approach systems required for regular and safe operations in unfavorable weather. But airline managements cannot just wait for Uncle Sam to solve all their problems. They have to get a move on. Otherwise they will never live down that new slogan, "If you have time to spare, go by air."

Pullmans are full of disgruntled former airline customers. The rails, with their relative reliability, are in position to score, especially on short trips and on those many vital runs that can be made overnight. Although even the crack 20th Century and the Broadway Limited have been able to cut only four hours from their New York to Chicago running time in the last 44 years, some strides have been taken in comfort.

Roomettes and bedrooms are an improvement and the social life of the club car is a little more civilized than the Pullman smoker of American folklore. The special children's play cars, movie cars, rolling (and probably rocking) nightclub cars, etc. look attractive but so far appear only in the advertisements. For the average U.S. trip (except on supertrains) the timetable, and the equipment, is much as it was 20 years ago. Robert R. Young, chairman of the board of the Chesapeake & Ohio and a controversial hell-raiser for rail modernization, alleges that the average age for the nation's sleeping cars is almost 22 years and that less than 9% are of the new lightweight type.

Where Are Those Streamliners?

So the bulk of U.S. travelers still cram themselves behind the familiar green baize curtains, missing a few buttons after all these years, and still find the berths too short, the mattresses too thin. If the man in the next upper is not snoring too loudly for anybody near him to sleep, the engineer is taking out his personal spite at Harry Truman by bumping the heads of innocent travelers.

The new streamlined coaches have reclining seats, lights that do not stab the eyes or preclude reading. They have springs and even round wheels. There is not much wrong with them except their scarcity.

When it comes to commuting, words are hard. The oldest cars and locomotives are used and—it must be by Gargantuan effort—kept rolling. Cars are left out in the hot sun all summer and in the frigid wind all winter, and so in cruel reversal of the aims of air conditioning they double for a Turkish bath and an icebox at precisely the wrong times of the year. The air is normally almost as bad as that of subways. What commuters want, if the railroads don't know, are streamlined coaches, air conditioning and speeds doubled. Progress in commuting services stopped about 1908, and it is about time they caught up.

Criticism is an old story to the rail proprietors. They heard it in the early 1930s when buses and automobiles started taking their traffic away. The rails were urged to compete by offering improved trains and lower fares. Some heeded the advice. Budd of the Burlington and Harriman of the Union Pacific inaugurated the streamliners, which in addition to dramatic décor cut timetables a third and sometimes a half. By most accounts such trains paid off financially. Certainly they attracted new customers and brought new prestige to the railroads. But even so, no wholesale modernization of the rails came during the depression.

This meant that the railroads were caught short by the war. They surprised everybody, including themselves, by actually carrying 90% of the military tonnage and 97% of the groups of organized personnel. The rails had everybody scared at several points and certainly there were loud complaints, but they did deliver. Their goodwill has seldom been higher than it was at the end of the war. But it would be a calamity if their war record should encourage any railroadman to feel that the old rolling stock is best, that talk of modernization is hokum, that the rails are all right as they are.

"Make No Little Plans"

A major part of the big idea in America, one of the things that has given us the old upward and onward feeling, has been a willingness, even eagerness, to tear down an old building and put up a bigger and better one. Whenever industry has become proud of the vintage of its machinery it has languished out of business or been laughed out. And for many years—the years of the Empire Builders—the railroads were leaders in this philosophy.

No one would expect that within 16 months of the end of the war the rails would blossom with hundreds of new streamliners or that the airlines would have all the radar and other equipment required for all-weather flights. The story on materials needs no elaboration, and when even $10,000-a-year pilots strike, management assuredly has its problems. The Interstate Commerce Commission has been slow in giving the rails a freight-rate increase to offset the higher wage scales awarded last June. As a consequence the rails are showing losses, although their cash position, after the depression, reorganizations and war profits, is still good.

On balance, it seems fair to say that neither the airlines nor the rails are really cooking over a large jet. They are not heeding the advice of D. H. Burnham: "Make no little plans; they have no magic to stir men's blood." An indication of this is found in the orders being placed for new passenger cars. While 65% of the 40,000 cars owned by U. S. railroads are more than 20 years old and most of the 10,000 Pullmans are outmoded, up to last month only 2,394 new cars had been ordered by the railroads and only 700 by Pullman. Timidity seems to be at the throttle of U.S. railroads.

The ill consequences of this situation will not be confined to the convenience of travelers. The danger is that this sort of timidity may become contagious and that we will not believe in a present and a future of high incomes, high employment and lots of travel. One of the surest ways to blight the future is to fail now to make the capital investments so greatly needed. The designers, the producers and the passengers of this country know what they want. It's up to the air and rail carriers to provide it.

PICTURE OF THE WEEK:→

Herbert Bell, 13, was riding his bicycle peacefully along a Brooklyn street last week when he suddenly heard a woman scream. The woman's drugstore had just been robbed. She pointed at a fleeing man and Herbert promptly pedaled off in hot pursuit. After 10 minutes Herbert caught up with his man, wisely called on two nearby cops to make the pinch. Then Herbert sat calmly by as the cops stood the robber against a wall and called for the patrol wagon. Said Herbert sagely, "I figure if this guy's caught he won't never do it again."

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WHILE A TRAPPED ROBBER FACES THE WALL, A BROOKLYN BOY WHO HELPED CATCH HIM STANDS BY ON HIS BICYCLE

JOSEPH BELLER. © 1945, N. Y. DAILY NEWS



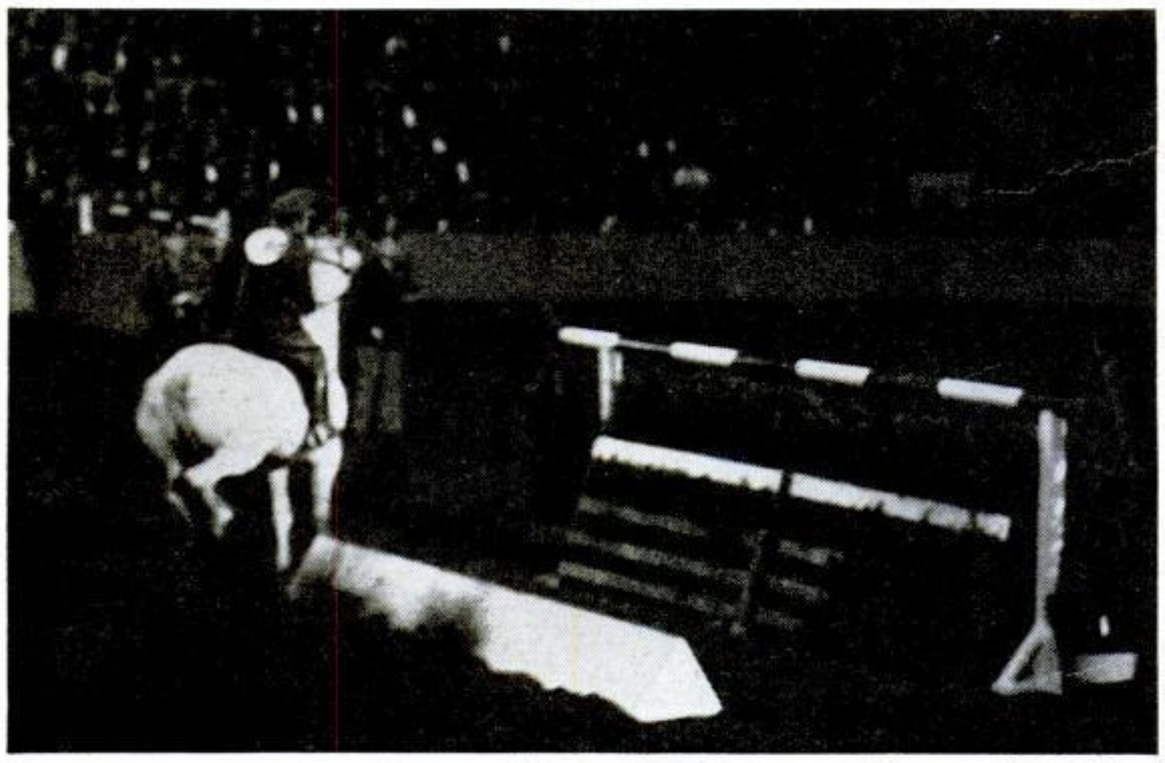
THE ELITE OF THE HORSE-SHOW AUDIENCE INCLUDED JOHN FOSTER DULLES (SECOND ROW, LEFT), WHO SAT IN THE BOX OF J. SPENCER WEED (TOP ROW, LEFT)

HORSE SHOW OPENS

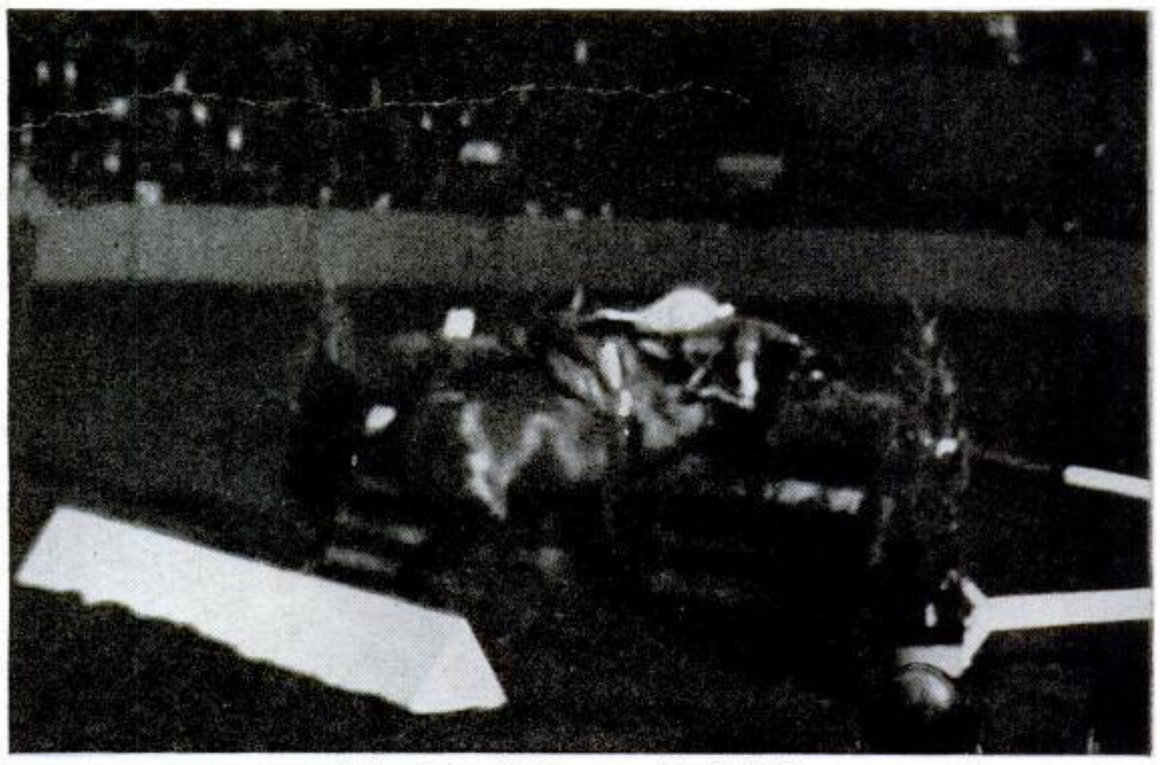
New York society turns out to watch horses open winter season

Last week, for the first time in five years, the National Horse Show opened in New York's Madison Square Garden. Traditionally the opening for New York's winter social season, the Horse Show was not quite up to its 1941 elegant sartorial standards. Almost the same number of ermine wraps and stiff white shirts filled the boxes, but a lot of the younger generation, who had not worn evening clothes during the war years, showed up in dark business suits and short dresses. The flashy, varicolored uniforms of foreign military teams were less in evidence — international transportation troubles had cut the entries to two, Mexico and Peru.

But the horses and the riding were just as good as ever. All summer riders, owners and trainers had worked in the smaller country horseshows all over the U.S. to get their horses in condition for the big National and the stiffest competition in the world.



TOUGHEST JUMP was "Liverpool," a ditch and bar jump 4 feet 9 inches high, 6 feet wide, with no wings to guide the horse. This Peruvian horse runs outside jump.



CRASHING DOWN, Colonel Earl Thomson, U. S. Military team captain, misses Liverpool. One of best U.S. riders, he was unhurt. Ditch was narrowed for next jump.

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ELLIE WOOD KEITH, OF CHARLOTTESVILLE, VA., RIDES HARKWOOD CEIL OVER FOUR-FOOT POST AND RAIL JUMP. SHE RODE SIX HORSES, WON DICKSON TROPHY WITH ONE

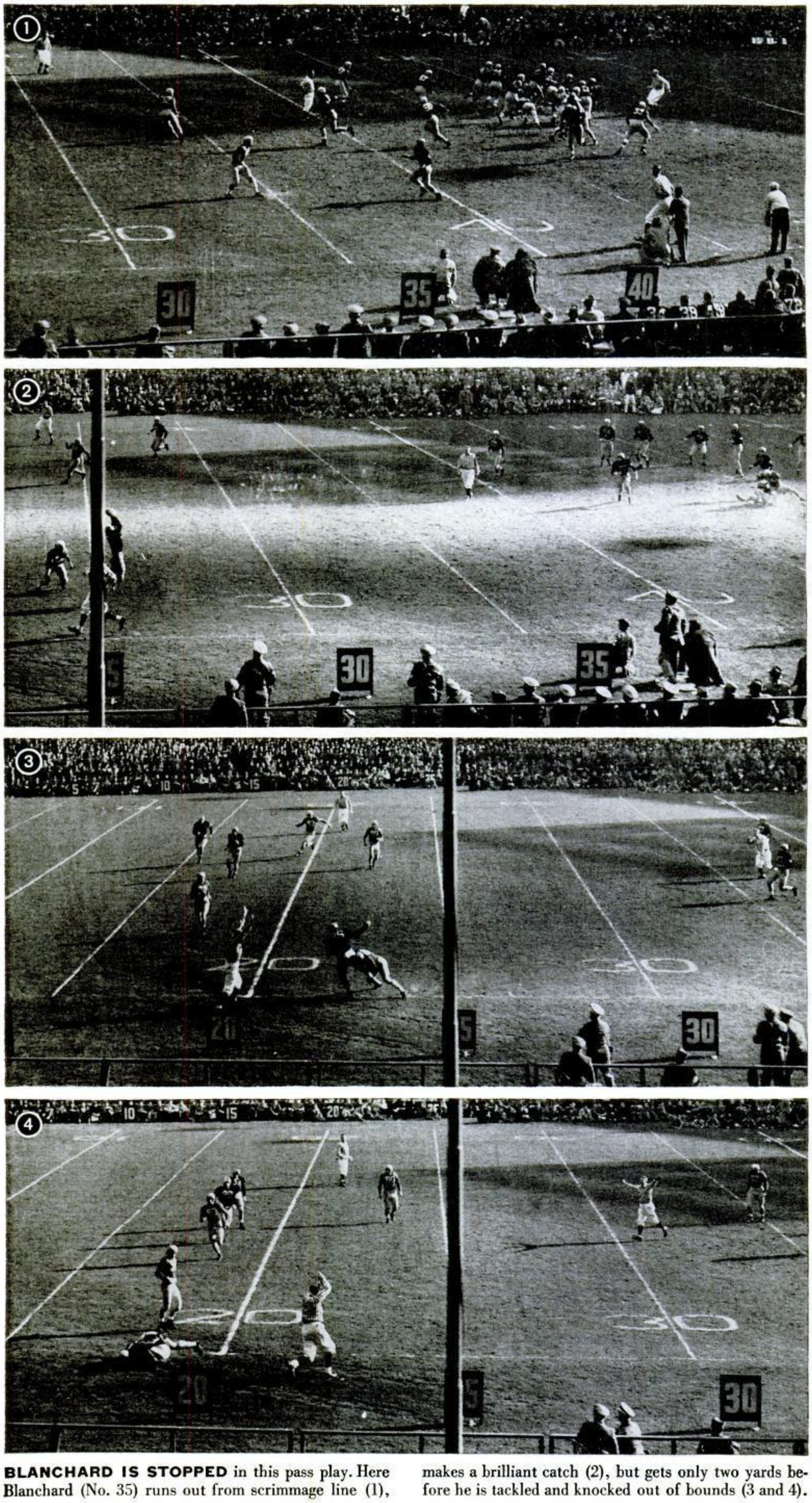
REFUSAL is scored against Colonel F. F. Wing of U.S. team when horse, Democrat, lands in simulated ditch, is unable to complete jump. Three refusals eliminate horse.

JUMPING THE LIVERPOOL, Colonel Wing and Democrat go on to complete the course. Later they won the Bowman Cup by covering the 11-jump course in 29.6 seconds.

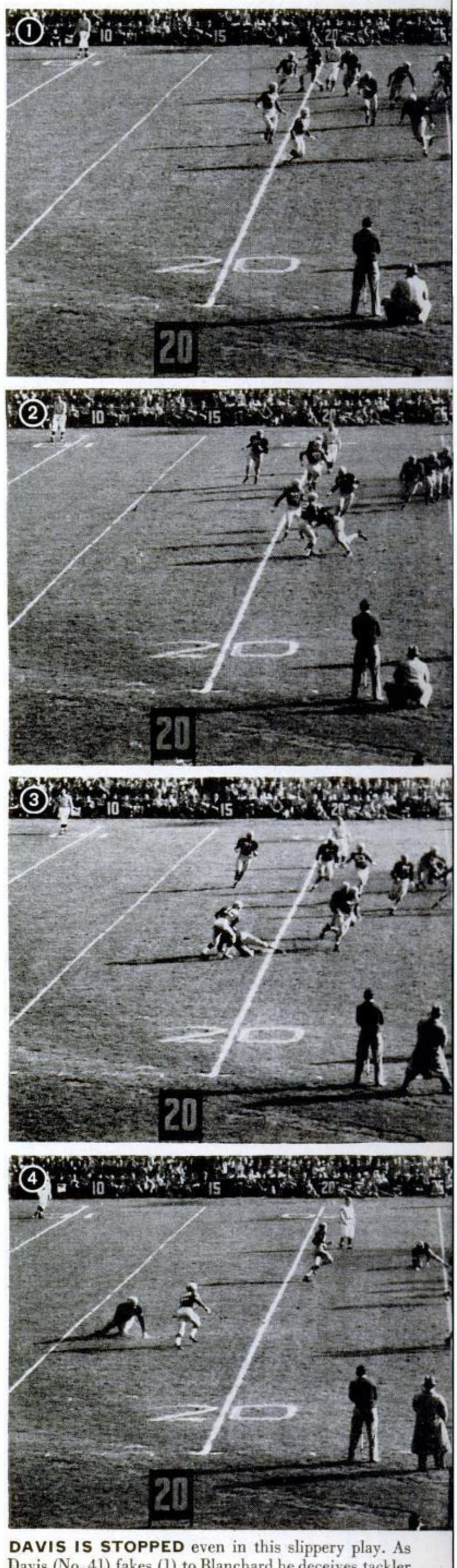
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NOTRE DAME TIES ARMY

On a sunny field in Yankee Stadium last week, undefeated Army met undefeated **Notre Dame. They both e**nded up undefeated but frustrated. The score: 0–0. **The pictures on these p**ages show why nobody scored. The fast-breaking **pass plays that had always** sent Army's Felix Blanchard for a touchdown were



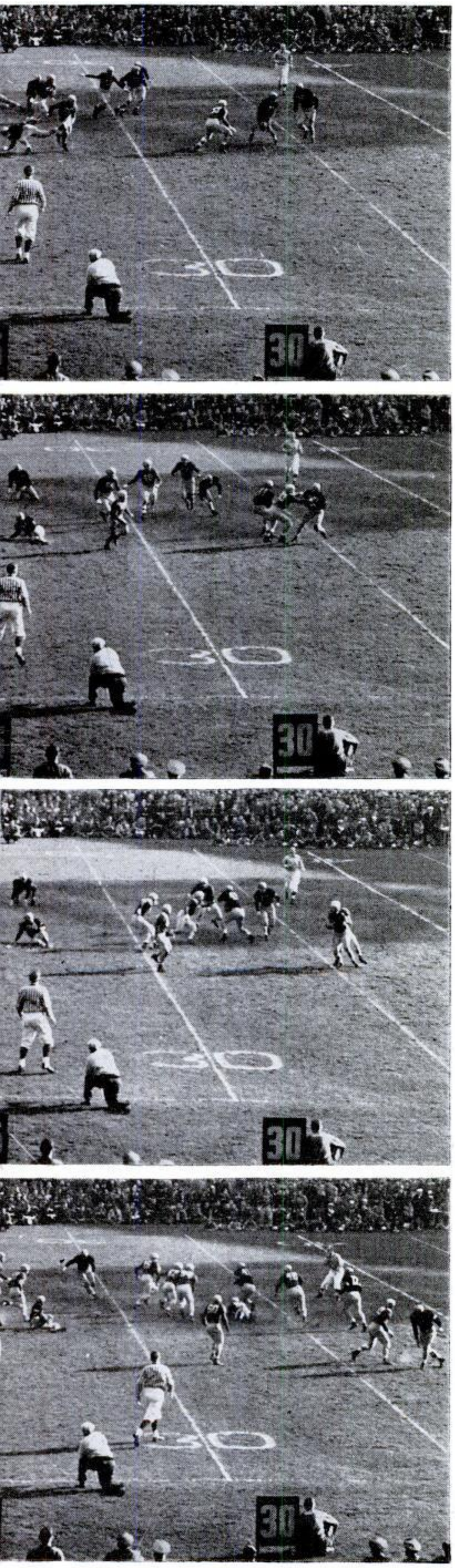
BLANCHARD IS STOPPED in this pass play. Here Blanchard (No. 35) runs out from scrimmage line (1), makes a brilliant catch (2), but gets only two yards before he is tackled and knocked out of bounds (3 and 4).



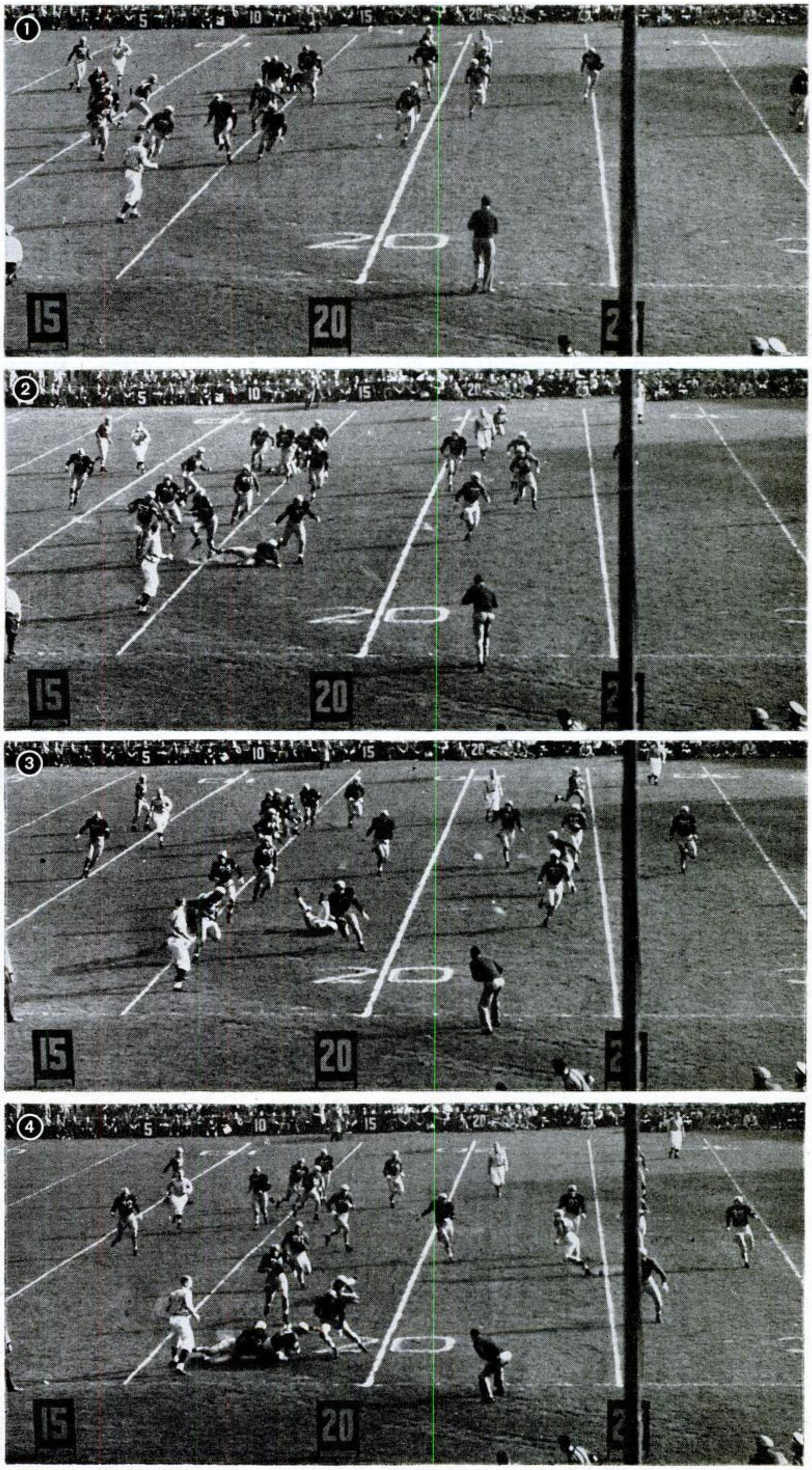
DAVIS IS STOPPED even in this slippery play. As Davis (No. 41) fakes (1) to Blanchard he deceives tackler

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squashed by Notre Dame's smart defense (*see left sequence below*). Army's other great back, Glenn Davis, was so carefully covered that he never did get clear (*middle sequence below*). Notre Dame's massive blocking was not good enough to keep Army's swarming tackles away (*right sequence below*). The longest run in the game was 30 yards. For two hours the teams played defensive football so well that they could never get their offense started. The result was a break in Army's 25-game streak of victories and a verification of what everybody already knew: Army and Notre Dame are the two best football teams in the U.S.



into grabbing Blanchard (2), but whole Notre Dame field reverses with him (3), and tackles him for 10-yard loss (4).



COWHIG IS STOPPED by Army tacklers. Cowhig (No. 53) starts end run behind perfect Notre Dame interference (1). But one Army tackler sidesteps a blocker (2), slips in behind Cowhig and smacks him down (3 and 4).

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THESE ARE THE DISTRICT ATTORNEY'S PHOTOSTATIC COPIES OF 136 CHECKS WITH WHICH NICKEL AND HIS CONFEDERATES STOLE ALMOST $750,000 IN 13 MONTHS



WILLIAM ARTHUR NICKEL looked superbly tailored but slightly abashed (*above*) upon his arrival in New York from Miami, under arrest for the first time in his 46 years.

$750,000 SWINDLE

Brooklyn clerk gravely steals a fortune to buy some of the good things of life for his family

Late last month an anonymous department head in the Mergenthaler Linotype Company noticed something funny. The company, world's foremost manufacturer of typesetting machinery, was being billed—and was paying—for a lot of merchandise which never seemed to arrive at the Brooklyn plant. In the rather perfunctory investigation which followed, a $5,000-a-year cashier named W. (for William) Arthur Nickel was called into the front office. A grave-faced, affable man, who had been with the company since 1926, Nickel suggested some explanations, went home at the end of the day. The investigation presently turned up some curious checks made out to some curious companies. Cashier Nickel's explanation again was sought, but this time Nickel was not around. When a detective appeared at his modest home in Freeport, N.Y. his pretty wife collapsed in tears, admitted that he had fled after telling her he was involved in a big swindle. Through an attorney whose services he had retained, Nickel was traced from New York to Chicago to Detroit to Miami. There he was arrested. "You stole $600,000?" asked a somewhat startled Miami policeman. "No," answered Arthur Nickel modestly, "it was $750,000."

Of course he had had help. In tracing down his helpers, District Attorney Miles F. McDonald's staff explored a bewildering network that involved first one, then three movie actresses, an ex-bootlegger, a convicted killer, a black-market operator, a professional gambler and the inevitable mid-town hideaway. But easily the best character in the cast was Nickel himself, who had created a new pattern for big-time embezzling. Nickel had spent his quarter-million-dollar share of the loot, not on wild parties, horses and women but mainly on homes, furniture, cars, and clothes for his wife and daughter. The district attorney refused to make public Nickel's explanation for his behavior, but at week's end it appeared he had done it all for the wife and family.

CONTINUED ON PAGE 47

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From the Heart of Sun-Ripened Tomatoes

...AMERICA'S FAVORITE SOUP





Here's good eating—
Here's good cheer—
America's favorite soup
Is HERE!

THE SOUP MOST FOLKS LIKE BEST...

Tomatoes vine-ripened in the summer sunshine and bursting with vitamins and flavor—these are the tomatoes nutrition experts refer to when they say, "Tomatoes for health". And these are the tomatoes Campbell's use. They are skillfully blended and seasoned by an exclusive recipe, and cooked with all the "know-how" of half a century —to make Campbell's Tomato Soup. Little wonder that, among all soups, this is the one most folks like best!

And how grand it is, now, to be able to buy all the Campbell's Tomato Soup you like—whenever you like! Keep several cans handy on your pantry shelf. Prepare it, with milk added, to enjoy an extra-delicious and extra-nourishing cream of tomato.

Campbell's TOMATO SOUP

LOOK FOR THE RED-AND-WHITE LABEL



GREEN BEAN SUPPER PLATTER

1 box Birds Eye Green Beans, French Style
1 tablespoon butter or margarine
2 tablespoons flour
½ teaspoon dry mustard
1 cup milk
1 bouillon cube
½ teaspoon Worcestershire sauce
1 cup grated American cheese
4 eggs, scrambled

Cook Birds Eye Green Beans as directed on package; drain.

To make sauce, melt butter in saucepan; add flour and mustard and blend. Add milk gradually and cook over medium heat until mixture is thickened, stirring constantly. Then add bouillon cube, Worcestershire sauce, and cheese and stir until cheese is melted. Remove from heat.

Scramble eggs to creamy consistency and place in center of hot platter. Arrange beans in border around eggs and cover with cheese sauce. Garnish with sliced tomatoes and water cress. Makes 4 servings.

There's come-on in this Saucy Supper Platter

...BIRDS EYE COME-ON





Just you let your family "sup" on scrambled eggs surrounded with Birds Eye Green Beans—all drenched with *saucy* cheese sauce.

It's one grand combination—fluffy eggs, nippy sauce—and those glorious, none-like-'em Birds Eye French Style Green Beans!

Mighty perky, these Birds Eye Green Beans! They're picked in their peppy youth when the dewy-fresh flavor is welling up in them. And they reach your table as tender and farm-fresh as the day they were picked! The heavenly flavor is *sealed* in by quick-freezing *within 4 hours*.

Why not enjoy Birds Eye Green Beans in all their glory *tonight* in a Savory Supper Plate—the recipe's a cinch to follow! And the beans are *no work*. Your Birds Eye Store has plenty of 'em today!



When someone looks you right in the eye and tells you other brands of quick-frozen foods are "the same as" Birds Eye, don't just stand there! If you've compared, you KNOW there is *only one Birds Eye Quality* . . . quality with money-back guarantee!



When you *ask* for Birds Eye, insist on Birds Eye. Then you know you're getting that famous, never-lets-you-down Birds Eye quality in quick-frozen vegetables, fruits, poultry, seafoods!

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HOW NICKEL AND HELPERS MANAGED THEIR BIG DEAL

The plot which Nickel and Confidence Man Isidore Rapoport worked out, police say, began when Rapoport obtained wartime subcontracting jobs from Mergenthaler for his Ultima Optical Company. He bribed Nickel to pay for Ultima's work ahead of schedule. To keep the money coming when the war and Mergenthaler's orders ended, they hit on a system of fake invoices, paid for by Mergenthaler checks that Nickel issued and others cashed. Their plan worked so they kept it up for a year.



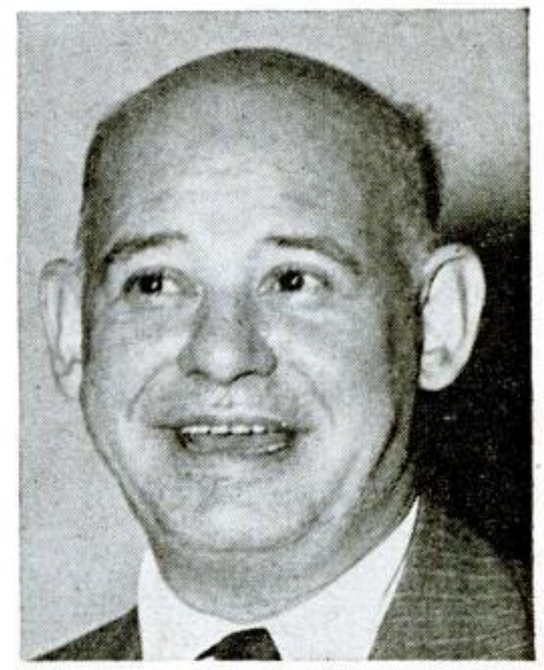
SCENE of the crime was the 55-year-old Mergenthaler Company's main plant in Brooklyn. The company does an annual business of approximately $23,000,000.



ORIGINATOR of plot, police charge, was ex-bootlegger Isidore Rapoport, 55 years old, who subcontracted war work from Mergenthaler and thus met Nickel.



PLAQUE was presented to Rapoport by the 500 people whom he employed after Mergenthaler subcontracts built his tiny firm into $3,000,000 wartime business.



BLACK MARKETEER Joseph Milstein, 47, was brought into the deal by Rapoport, long-time friend, who needed help in cashing so many checks.



GAMBLER Jimmy Collins, alias Julius Lobell, Julius Davis, alleged underworld figure, was rung in by Milstein. They cultivated Nickel, eased Rapoport out.



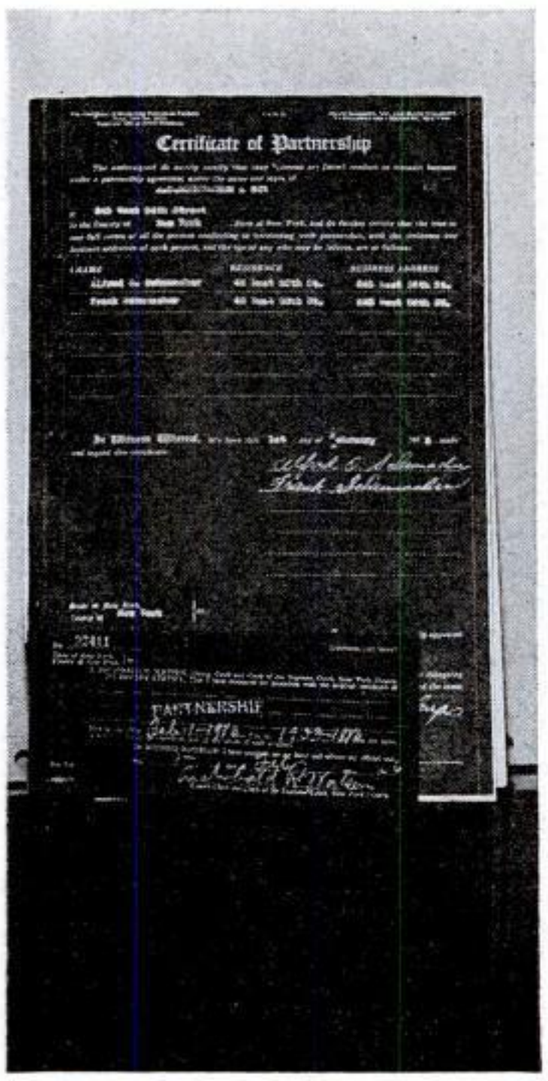
MOVIE PLAYER Sally Haines, six times wed, lived at Collins' hotel. When police were led to her deposit box, she claimed that $5,400 of it was her own.



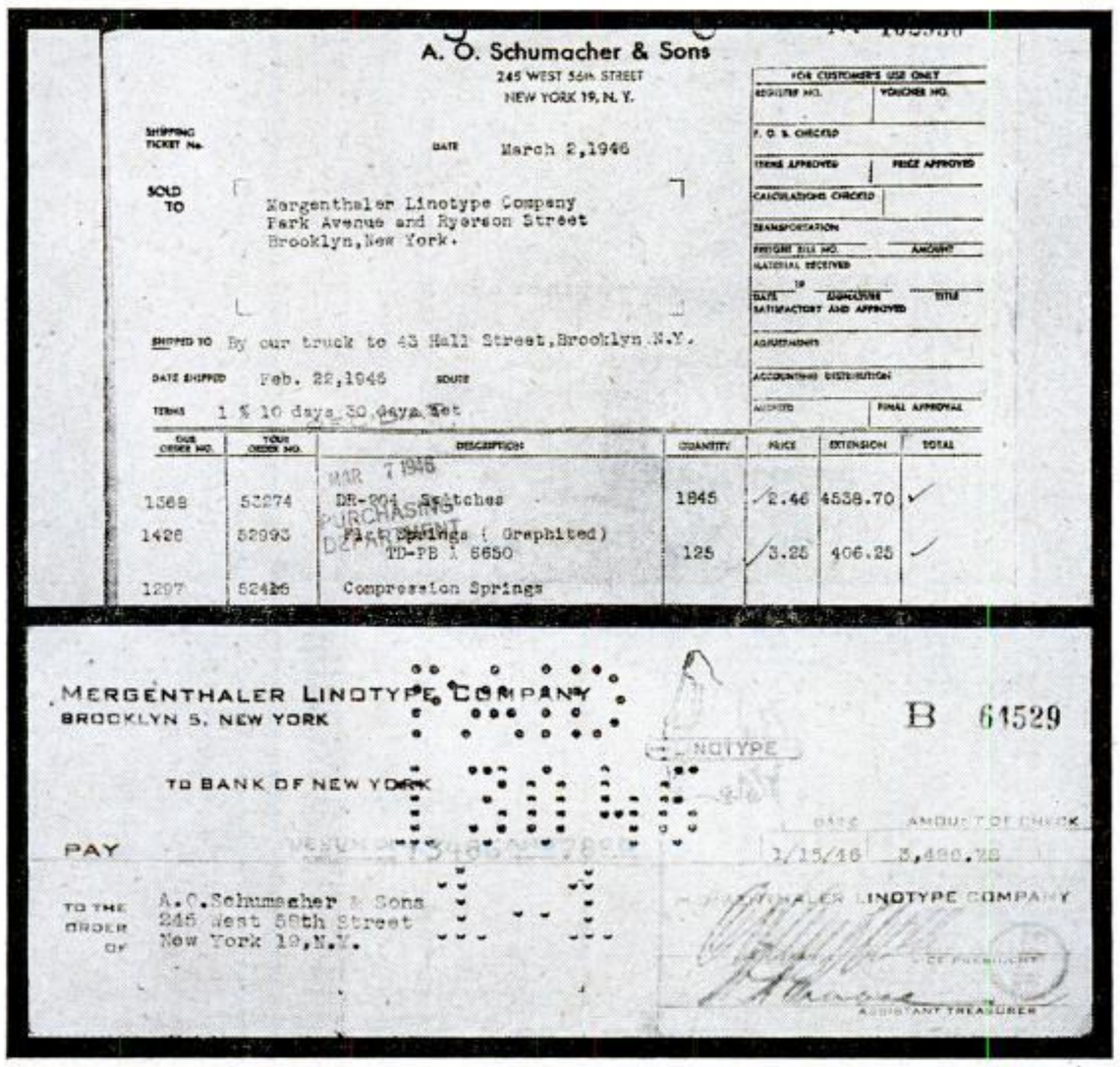
"IZZIE THE EEL," underworld nickname of Irving Cohen, allegedly helped the embezzlement combine obtain false partnership and corporation certificates.



CHECK CASHIER was Joseph Kupsnecker, once convicted of killing a man. He operated the firm that allegedly helped cash the spurious checks.



PARTNERSHIP CERTIFICATE was one of those taken out by the gang to "establish" the nonexistent firms, thus cash the checks that were made out to them.



FAKE INVOICES (*top*) were ordered from printing firms by the ring, bore names almost identical to some of the many companies with which Mergenthaler did business. Stamped and handled with those of other Mergenthaler suppliers, they were paid by checks (*bottom*) that were made out and signed in usual routine by company officials.



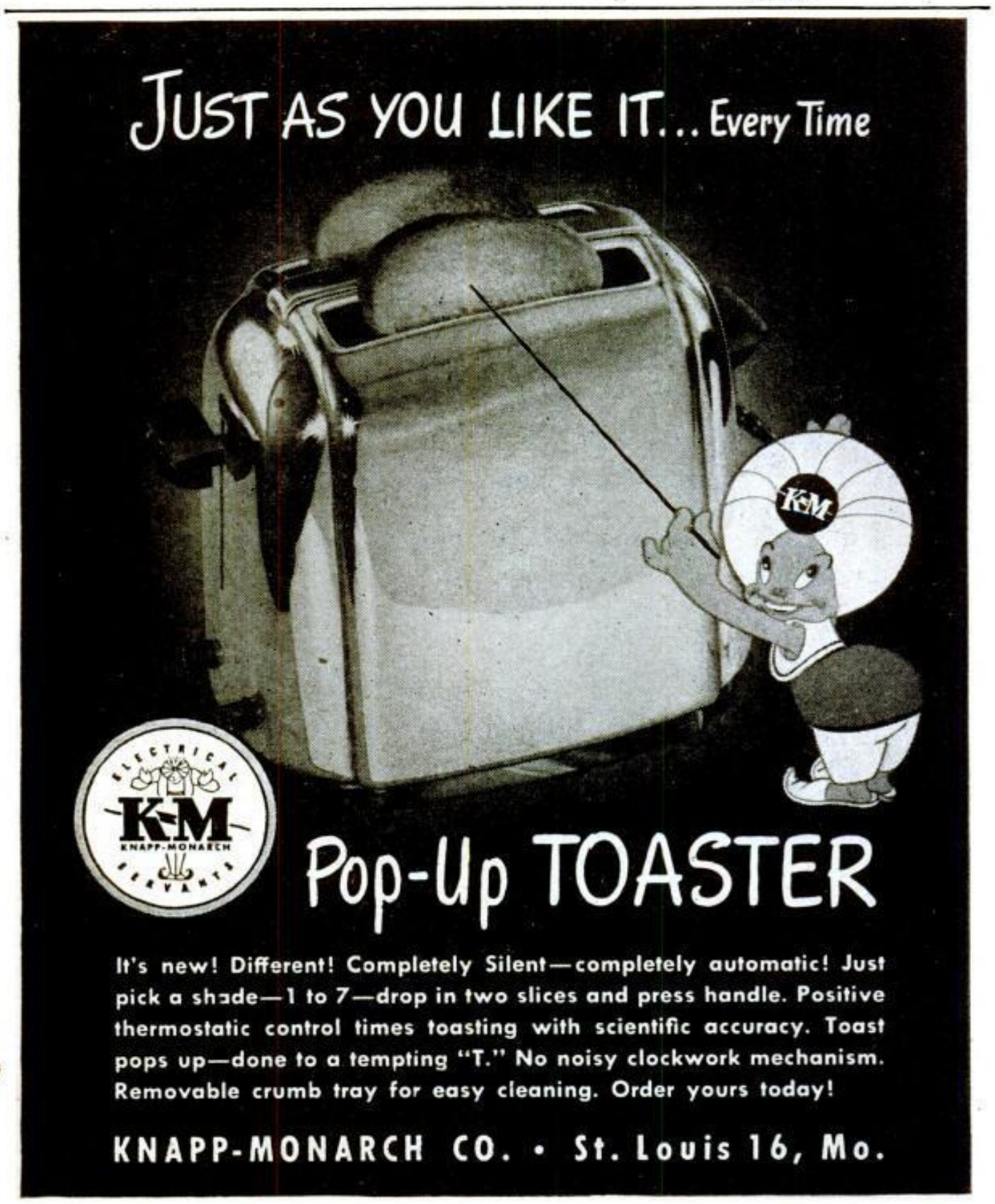
CHECKS WERE CASHED at the Lexington Avenue company which was operated by Kupsnecker. They ranged in amount from $2,000 to almost $10,000.

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Where there is youth and Hires, you'll find happy moments.....hear the words that are music to ears when it's time to refresh....."HIRES to you!"

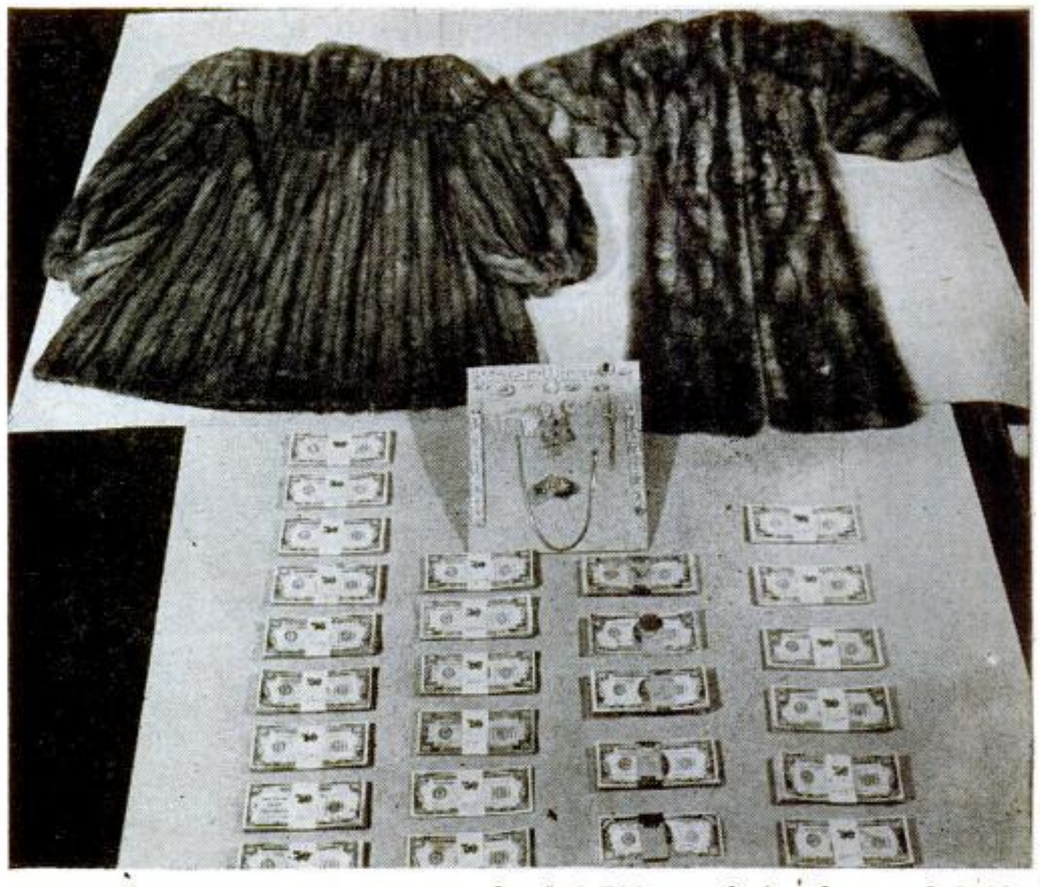


Also Mfrs. of Knapp Shavers, Therm-A-Jugs, Sparklets, Magik Mist.

$750,000 Swindle CONTINUED



NICKEL'S WIFE, Grace, 38, was smartly and expensively dressed when she voluntarily appeared at the Brooklyn district attorney's office. She collapsed in hysteria while being questioned. She and Nickel apparently were devoted.



WHAT MRS. NICKEL GOT was this $83,500 in cash, jewelry worth $100,000, a mink coat (*left*), sable stole. She turned them over to the police, who did not hold her. She said she had no idea of how her husband bought them.

CONTINUED ON PAGE 50

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"I hate to give 'em away!"



THEY'RE as much a part of Christmas as plum pudding. Give lucky friends Decca records —and hold out a few for yourself. Make it Christmas every day for years to come.

Among the hundreds of recordings by Decca there's something good for every taste and every age. So take your Christmas list in to your dealer today . . . and make shopping easy as rolling off a Yule log.



BING CROSBY—MERRY CHRISTMAS. Your favorite singer sings your favorite Xmas songs. 10 sides. 10 inch. No. A-403 . . . $3.50



A CHRISTMAS CAROL. Dickens' classic comes to new life, with Ronald Colman as "Scrooge." 6 sides. 12 inch. No. DA-290 $3.85



THE LITTLEST ANGEL. Loretta Young, with full choir and orchestra, in a modern Christmas classic. 6 sides. 10 inch. No. DA-399 . . . $2.75.



MR. PICKWICK'S CHRISTMAS. Laughton and laughter make a merry occasion of Dickens' Christmas party. 4 sides. 12 inch. No. DA-379 . . . $2.85.



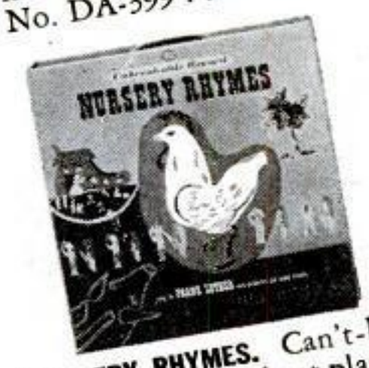
A CHRISTMAS GIFT. A triumph of simple faith. Told with a tear and a tingle by John Nesbitt. 4 sides. 10 inch. No. DA-357 . . . $2.00.



THE SELFISH GIANT. Fredric March as the giant, whose heart turned out to be as big as his body. 4 sides. 10 inch. No. DA-389 . . . $2.00



'TWAS THE NIGHT BEFORE CHRISTMAS. The full Waring band and glee club render Christmas classics. 8 sides. 10 inch. No. A-480...$3.75



NURSERY RHYMES. Can't-be-broken, can't-be-beat plastic record, starring Frank Luther and full orchestra. 2 sides. 12 inch. C. V. 101 . . . $2.00.



MOTHER GOOSE SONGS. Frank Luther with more children's favorites on unbreakable Vinylite plastic. 2 sides. 12 inch. C. V. 100 . . . $2.00.



ALICE IN WONDERLAND. Ginger Rogers, as Alice, in largest selling dramatic album ever produced. 6 sides. 12 inch. No. DA-376 . . . $3.85.

Single Records Make Grand Gifts, Too.



CINDERELLA. An enduring myth takes on new magic when told by Edna Best. Full cast and music. 6 sides. 10 inch. No. DA-391 . . . $2.75.

WHITE CHRISTMAS
A LA VALSE
Jascha Heifetz
No. 23376 75¢

SILENT NIGHT, HOLY NIGHT
ADESTE FIDELES (O come, all ye faithful)
Deanna Durbin
No. 23658 75¢

THE OLDEST CHRISTMAS STORY
(St. Luke)
THE STORY OF THE THREE WISE MEN
(St. Matthew)
as told by Charles Laughton
No. 23365 75¢

THE BIRTHDAY OF A KING
THE STAR OF THE EAST
Judy Garland
No. 23657 75¢

Listen to Christmas . . . on

DECCA RECORDS



Prices do not include federal, state or local taxes.

"Decca" Reg. U. S. Pat. Off. ©1946, Decca Records, Inc.

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After an active day like this



YOU'LL SKI BETTER if you follow these tips from James Caesar, expert skier: "Keep your feet together, knees bent but flexible. Your weight should always be well forward, your poles well back. For safety, keep your speed constantly under control, by snowplow checks and zigzagging. Poise and balance will be improved by avoiding tenseness." A day of skiing gives you a real workout, so it's best to...

Start a restful night like this



YOU'LL RELAX BETTER after any active day, in smart, two-piece Munsingwear "Slumberalls"*... designed like a ski suit. They're *all-knit*... of soft combed yarn...for all-night comfort! Crew neck, and snug-fitting cuffs at your wrists and ankles keep the cold out, the warmth *in*. What ease and freedom, too!—for "Slumberalls" give when *you* give—won't bind.

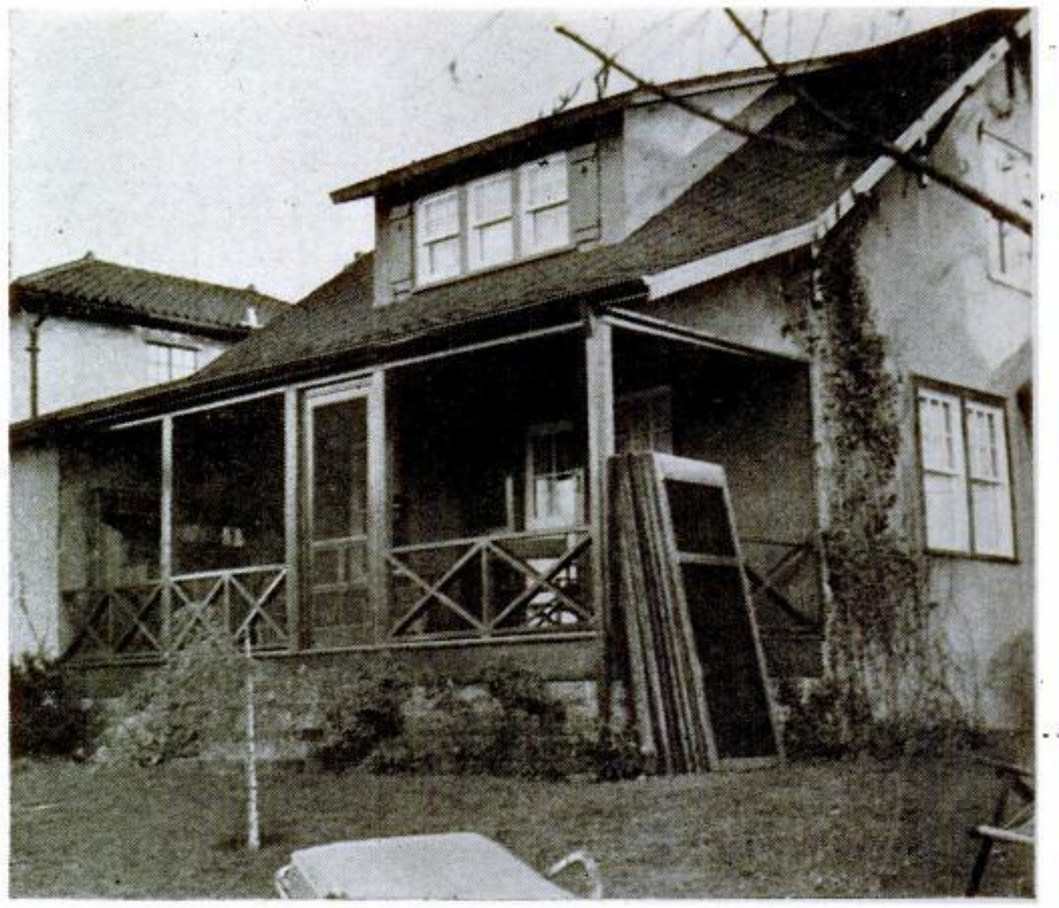
MUNSINGWEAR

REG. U. S. PAT. OFF.

"Slumberalls"* for men

*REG. U. S. PAT. OFF.

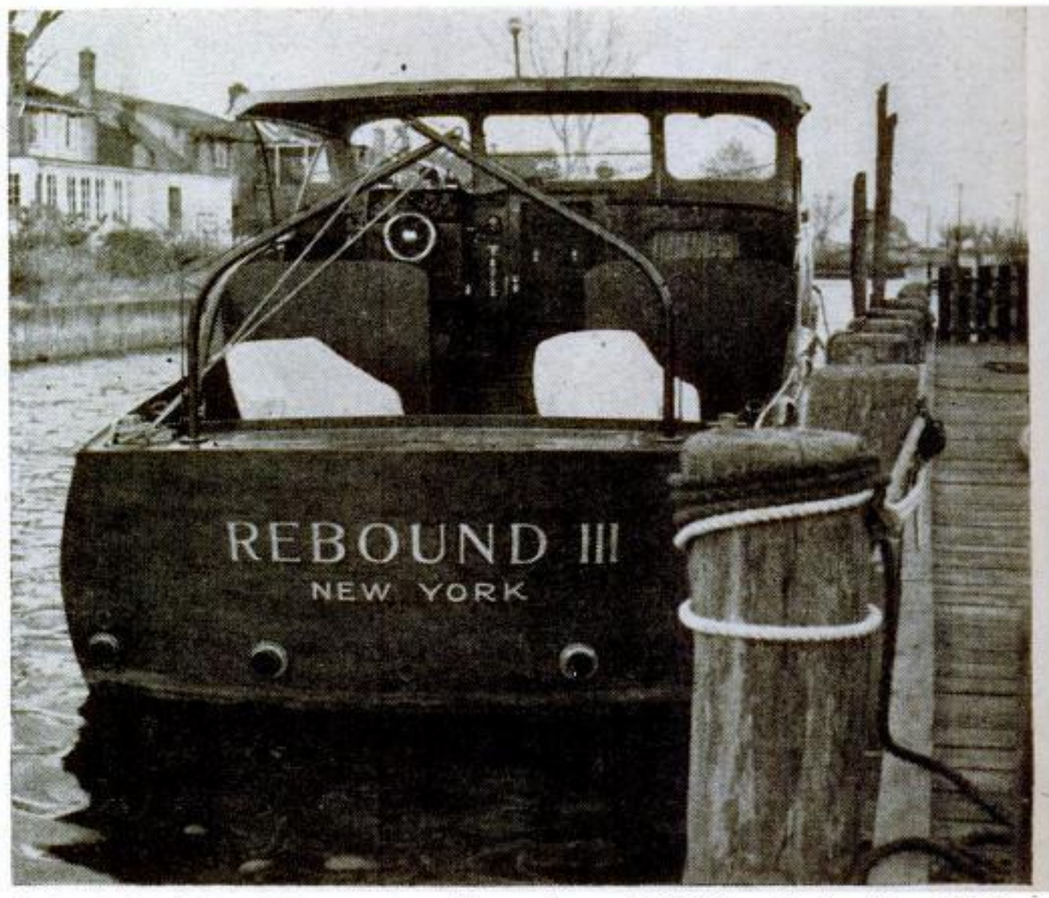
MUNSINGWEAR, INC. • MINNEAPOLIS • NEW YORK • CHICAGO • LOS ANGELES



NICKEL'S HOME was this unpretentious house in Freeport, where he lived quietly, frugally and rather aloofly, the neighbors said, and took frequent long walks with his family and dog. The Nickels did very little entertaining.



NICKEL'S LOOT bought him this $50,000 nine-room Southern Colonial house in Port Washington, N. Y., on which he had paid $5,000 down. He had also bought a $40,000 Manhattan town house and $20,000 worth of antiques.



A CABIN CRUISER was one of two boats Nickel bought for himself. The *Rebound III* and his smaller motorboat were valued together at $17,000. Nickel also had joined a Long Island yacht club and owned two 1946 Buicks.

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QUALITY OF PRODUCT
IS ESSENTIAL TO
CONTINUING SUCCESS

L.S./M.F.T.

L.S./M.F.T.

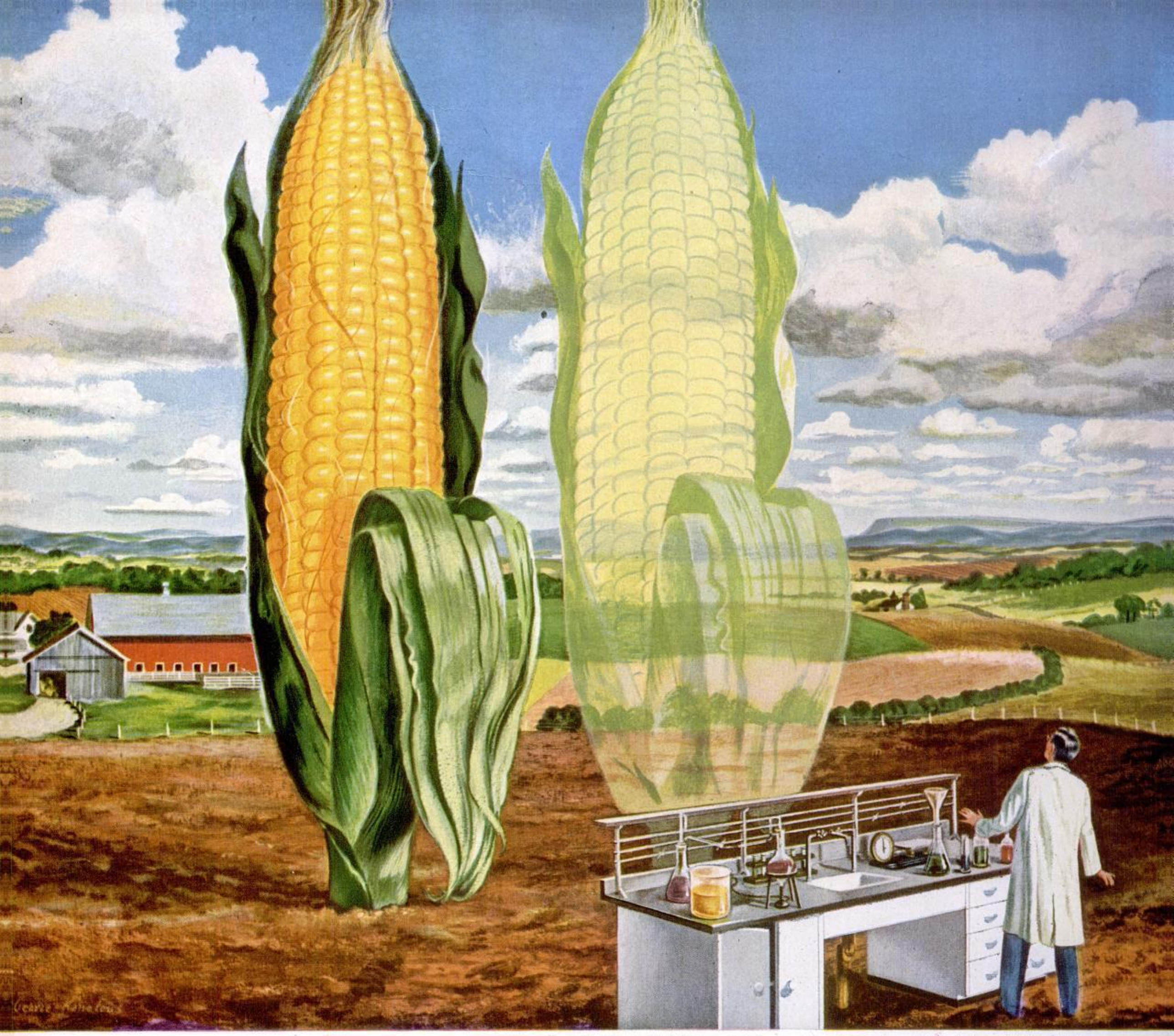
Yes! LUCKY STRIKE
Means Fine Tobacco...

So smoke that smoke
of Fine Tobacco - LUCKY STRIKE

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
L.S./M.F.T.

Copyright 1946, The American Tobacco Company

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"... whoever could make two ears of corn grow where only one grew before, would deserve better of mankind than the whole race of politicians put together."—JONATHAN SWIFT

FOOD FROM THOUGHT

AT A DOWN-TO-EARTH center of research, the new Shell Agricultural Laboratory, "Doctors in Overalls" apply experiments to 142 acres of typical North American farmland . . .

No. 1 crop raised by these scientists and their university-trained assistants, is *new knowledge.* They seek to grow two ears of corn, or two oranges, or two carrots, where only one grew before. And their knowledge will be passed along to millions of farmers.

Working with county, state, and national experts, Shell's agricultural scientists direct news of their discoveries into many channels. In addition to workrooms, the new laboratory includes an auditorium, library, and conference room. All work to one end, *the spreading of thought.*

Out of agricultural research, Shell has made available many useful combinations of petroleum molecules—each a "specialist"... Examples include: Highly refined carriers of agricultural chemicals—such as hormones—which hold fruit on trees, in prime condition, to ease the farmer's picking schedule, and oil-base sprays which cling in wind and rain, keeping pests in check.

From petroleum molecules, Shell scientists produced "D-D*," a remarkable material which *fumigates* soil, killing plant enemies underground. With another petroleum derivative—Shell NH_3—they provide a potent *enricher* of soil, a multiplier of crops. Still other petroleum products give farm machinery effective, low cost protection against rust.

Shell's scientists—the "Doctors in Overalls"—work in many directions . . . to enrich the soil and free it of parasites . . . to guard crops from planting time until harvest time. For a hungry world, they seek "two ears of corn where only one grew before."

*Reg. U. S. Pat. Off.

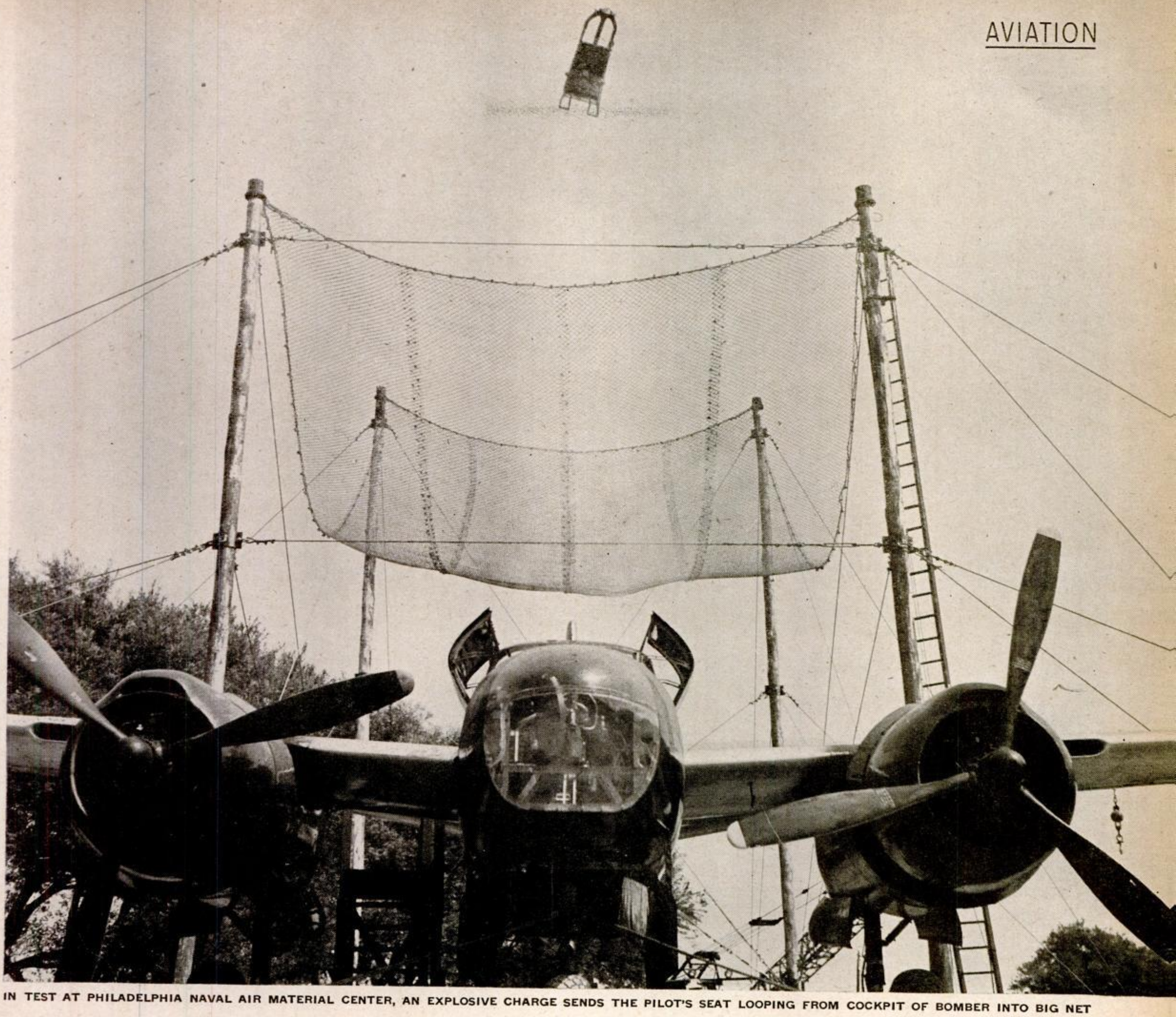
Out of leadership in Research . . . a remarkable new Shell Gasoline

Just as the Shell Agricultural Laboratory brings new aids to farming, so Shell Research brings a new, finer gasoline to motoring. Your engine will prove to you, with your first tankful, that the new Shell gasoline is *4 ways better.*

SHELL

Horizons widen through Shell Research

© 1946, SHELL OIL COMPANY
Incorporated



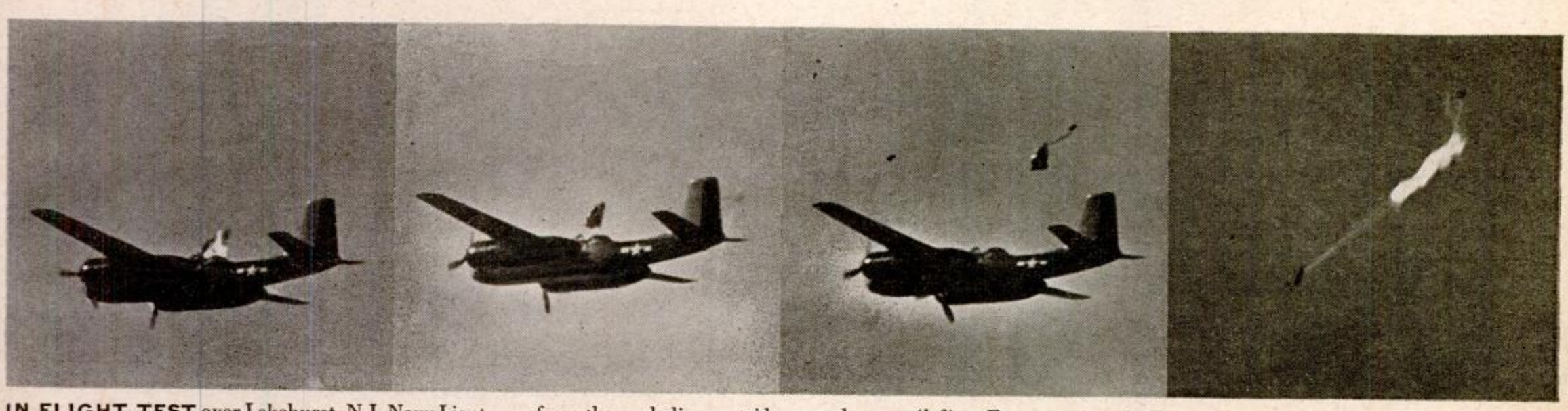
IN TEST AT PHILADELPHIA NAVAL AIR MATERIAL CENTER, AN EXPLOSIVE CHARGE SENDS THE PILOT'S SEAT LOOPING FROM COCKPIT OF BOMBER INTO BIG NET

PILOT EJECTOR

Navy tests device for exploding fliers from crippled airplanes

Last fortnight the U.S. Navy made its first big test of a new device which enables a pilot to explode himself out of his plane in emergency. From the gunner's compartment of a bomber plane over Lakehurst, N.J. (*see pictures below*), a flier blew himself, seat and all, into the air and parachuted to safety.

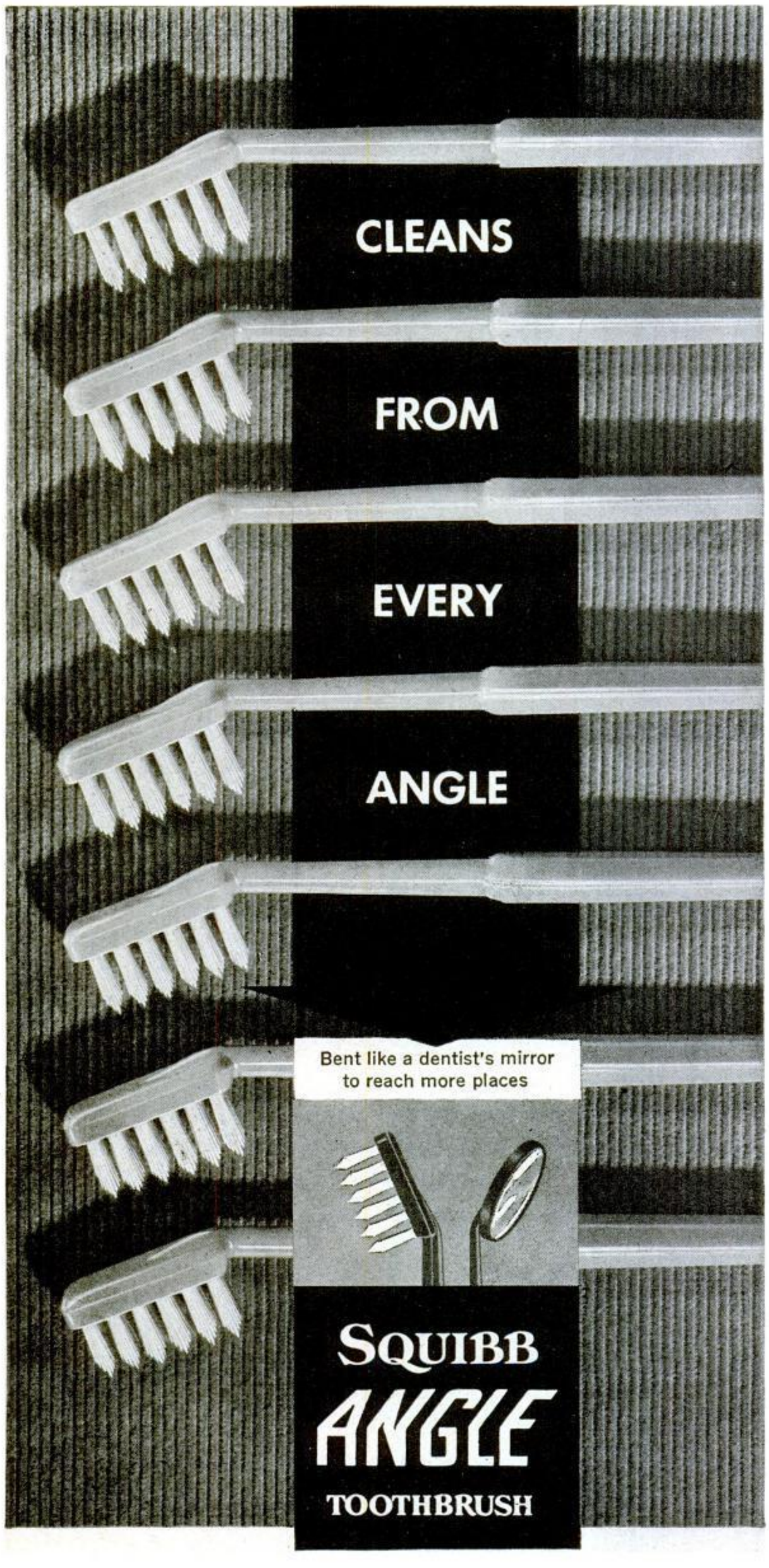
The device is called a pilot ejection seat and is a necessity for use in the jet fighter airplanes which are now being developed. A jet-plane pilot unable to slow down his plane before bailing out might find himself completely trapped by the terrific air pressures over the cockpit. The ejection seats overcome these pressures and also hurl the pilot free of the plane's tail. For the still-faster supersonic airplanes now being built, pilots will probably have to be ejected in a closed cabin as protection against body-crushing impact of the speeding air.



IN FLIGHT TEST over Lakehurst, N.J. Navy Lieut. Al Furtek is hurled from rear cockpit of bomber. Flash from the exploding cartridges can be seen (*left*) as Furtek, strapped in the seat, is projected upward (*second picture*). Twenty feet above plane (*third picture*), pilot chute opens. Then big chute is released (*last picture*).

CONTINUED ON NEXT PAGE

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YOUR BACK TEETH CAN be reached as easily as the front ones if you use this brush with the scientific angle. It was the inspiration of a practicing dentist. It is designed to reach every tooth in your mouth. It *does*. The small *angled* head, the thin shank give your hand new skill. Brushing is easier—cleaning is more thorough. Such a great improvement in toothbrushing is worth trying quickly. Your choice of hard or medium bristles.

SQUIBB *A name you can trust*

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

Pilot Ejector CONTINUED



STEEL TOWER is used to test reactions to an upward acceleration. Sitting in the seat, Commander D. W. Gressly prepares for fast ride up 105-foot rig.



SHOOTING UP on rails at a speed of 40 mph, Commander Gressly holds onto canvas curtain which protects face when seat is ejected in actual flight.

CONTINUED ON PAGE 56



A LOT OF TELEPHONE SERVICE FOR A LOT OF PEOPLE

We've added about 3,000,000 new telephones so far this year—more than twice as many as ever before.

That's one reason why local telephone calls are up 25,000,000 *a day* over last year. Long Distance calls have more than doubled since before the war.

We're doing some fast stepping to meet your needs, in spite of shortages of materials.

Best of all, service has remained good on most calls, despite the large increase in the use of the telephone. There are some delays, but we'll be taking care of all of them just as soon as additional equipment can be made and installed.

BELL TELEPHONE SYSTEM

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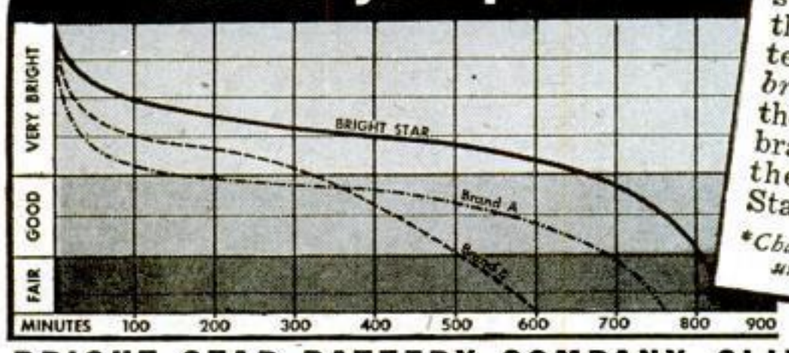
Now! tests prove-

BRIGHT STAR BATTERIES



give more bright light longer

Here is your proof!



These results of vital service tests* prove that Bright Star batteries give you more *bright light* longer than the two other leading brands tested. Insist on the best—it's Bright Star by test!

*Chart based on tests conducted under government standards.

BRIGHT STAR BATTERY COMPANY, CLIFTON, NEW JERSEY



Time in advance of its time

The watch that surpasses the achievements of a hundred years of precision watchmaking . . . The Omega Chronometer. Produced slowly and in very limited numbers, every Omega Chronometer is accompanied by an official timing certificate attesting to the rating and performance of that particular watch in five different positions and under extreme conditions of heat and cold. The Omega Chronometer is for those men alone who are leaders of their time. 14 K Gold, 17 Jewels.

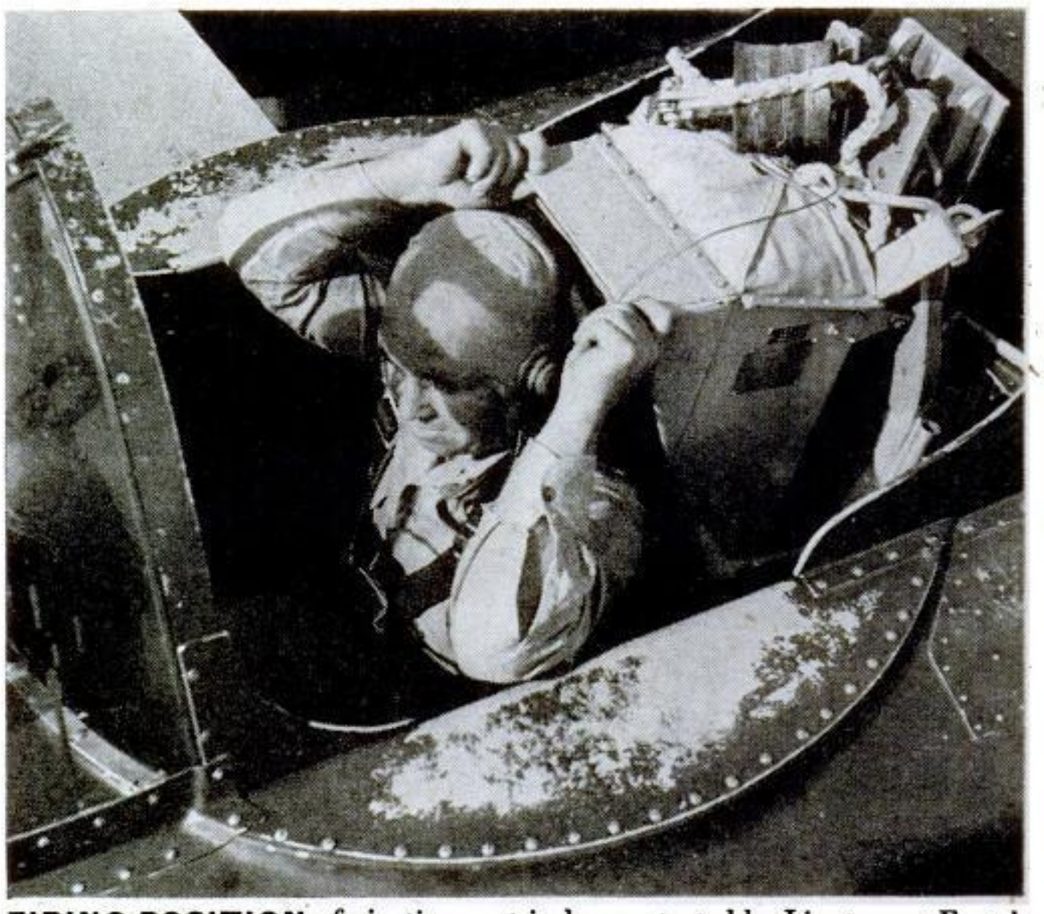
Awarded the highest accuracy rating ever achieved by a watch at the famed British National Observatory, Omega recently surpassed even its own records in the Geneva Observatory Competitions.

OMEGA

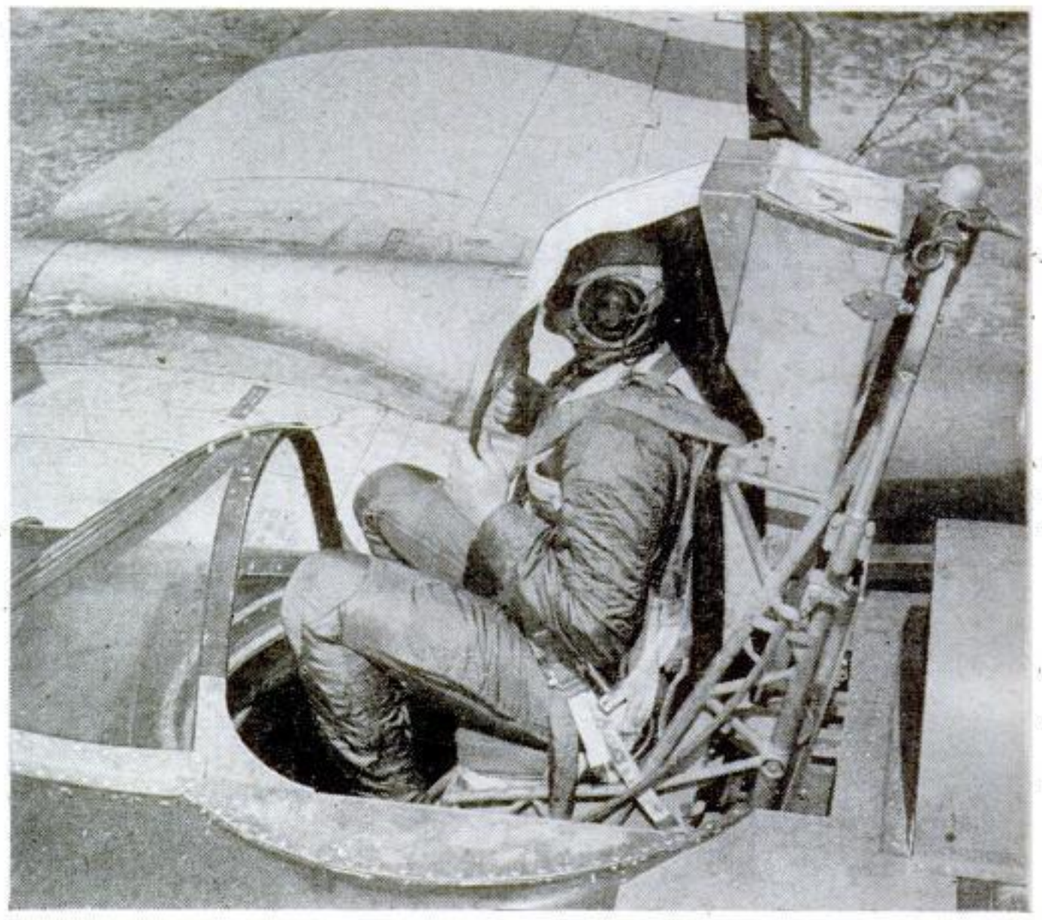
Fifth Avenue, New York Ω WORLD WIDE SYMBOL OF ACCURACY



STRAPPED INTO SEAT for tower tests (*see p. 54*), Commander Gressly talks with James Martin, British designer who developed present ejector seat from a German wartime invention. Army Air Forces are testing similar device.



FIRING POSITION of ejection seat is demonstrated by Lieutenant Furtek (*see p. 53*). Pilot reaches up, grabs handles which are attached to a canvas curtain. When the curtain is pulled down it trips a trigger, setting off explosion.



SIDE VIEW shows seat's position as it shoots from plane. Pulling curtain explodes two cartridges below the seat, firing it upward along a metal track (*not visible*) in cockpit. Curtain breaks force of the wind on the pilot's face.

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ONLY RCA VICTOR MAKES THE VICTROLA



The CRESTWOOD . . . crowning achievement of RCA's experience in electronic research, and Victor's experience in music. An RCA Victor masterpiece.



FINEST TONE SYSTEM IN RCA VICTOR HISTORY...

This symbolizes the "Golden Throat," RCA Victor's exclusive 3-way Acoustical System. This thrilling development is **explained technically in a booklet attached to RCA Victor instruments.**

In this superb Victrola* the "*Golden Throat*" reaches new perfection

—with new RCA Victor FM radio reception
—with exclusive new "Silent Sapphire" pickup

You've never seen a radio-phonograph like this! Born in the great RCA Laboratories at Princeton, it's a superb postwar instrument you'll be proud indeed to own!

It introduces the all-in-one control unit—shown rolled out, above. Here—compact, precision-built—is your complete radio chassis *and* your automatic record-changer! It glides in and out at a touch, a masterpiece of beauty and convenience. No lid to lift!

FOR RADIO RECEPTION (in addition to short-wave and standard bands) you have RCA Victor FM—Frequency Modulation at its finest. Two separate tone controls. Push-button tuning. And above all you get the full beauty of the famous RCA Victor "Golden Throat."

FOR RECORD PLAYING there's the exclusive "Silent Sapphire"—a permanent pickup which adds years to the life of your records. Even scraping the tone arm accidentally across the record does no damage. 4 roomy record compartments. Record-changer plays up to twelve records automatically.

*"Victrola"—T. M. Reg. U. S. Pat. Off.



When playing—either records or radio—your set can be closed like this.

←

THE "SILENT SAPPHIRE" PICKUP

Exclusive with RCA Victor, the "Silent Sapphire" is a precious jewel-point pickup. It "floats" in the grooves of your records, sends music electrically to the "Golden Throat." No needles to change, no "hiss," no annoying needle chatter You will find your records last longer.

RCA VICTOR

RADIO CORPORATION OF AMERICA

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If you really want to perk up baked beans



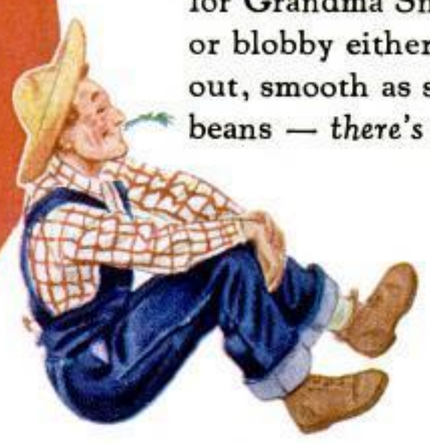
It wouldn't seem like Saturday supper at Grandma Snider's without baked beans all dressed up flavory and tangy with plenty of her Country-Style Catsup. Not too sweet, not too tart, Grandma Snider's Catsup has that homey, country-kitchen flavor menfolks like. Makes the plainest foods taste real fancy.





you just can't beat Snider's Catsup

Why, it peps up your appetite just to look at it! Real rich tomato-red! None of that muddy brownish catsup for Grandma Snider. Never watery, or blobby either! To see it pour out, smooth as silk, onto piping hot beans — *there's* a pretty sight!







made Country Style with real super tomatoes



Besides Snider's Catsup...there's a whole line of delicious Snider's vegetables and fruits in can and jar... and there's Snider's Chili Sauce, the real Old Fashioned kind...Snider's Cocktail Sauce, so spicy and tangy....with that *Special Snider Flavor*





If the Snider Folks put it up... it tastes like home

Made from Farmer Snider's ripe, red Super Tomatoes ...cooked with real home-kitchen care... Grandma Snider's Catsup just couldn't help but become famous. It's long since outgrown her biggest kettle, but it's never outgrown that country-style flavor. Ask your grocer for a bottle today—and see if it doesn't *taste like home!*

The Snider Folks

Snider's
CONDIMENTS
VEGETABLES
FRUITS

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IN YEMEN'S ANCIENT CAPITAL, SAN'A, OLD MUD WALLS DIVIDE THE VINEYARDS WHERE THE ARABS CULTIVATE GRAPES TO SELL TO THE CITY'S JEWISH MINORITY

LAND OF YEMEN

The legendary home of the Queen of Sheba is visited by Westerners

The wild and mountainous kingdom of Yemen, lying in the southwest corner of the Arabian peninsula, has been famous chiefly as the legendary home of the Queen of Sheba. The West knew little about this medieval outpost, mostly because its 3,500,000 turbaned, rifle-toting inhabitants have for centuries been fanatical isolationists. This year a U.S. diplomatic expedition scrambled up to its 7,260-foot-high capital of San'a and came back with a treaty of friendship and these rare pictures.

The land of Yemen, on the Red Sea, is strategically located as a neighbor to oil-rich Saudi Arabia, and had already signed treaties with Britain and Russia. The country is ruled by one of the world's last absolute monarchs, canny 76-year-old Imam Yahya. The Imam is noted chiefly for his thrifty planned economy, under which his harem wives sew the army's uniforms at low piecework rates.

BIZARRE, MANY-STORIED ARCHITECTURE ERECTED BY THE MODERN ARABS PERCHES ON THE MOUNTAINSIDES OF YEMEN AMONG ANCIENT AND UNTOUCHED RUINS



CONTINUED ON NEXT PAGE

BESTFORM

Girdles
Brassieres
All-in-ones



no finer fit at any price



GENUINE
Orange Blossom

Product of the skilled craftsmanship and long experience which symbolize Traub's acknowledged leadership in ring manufacture.

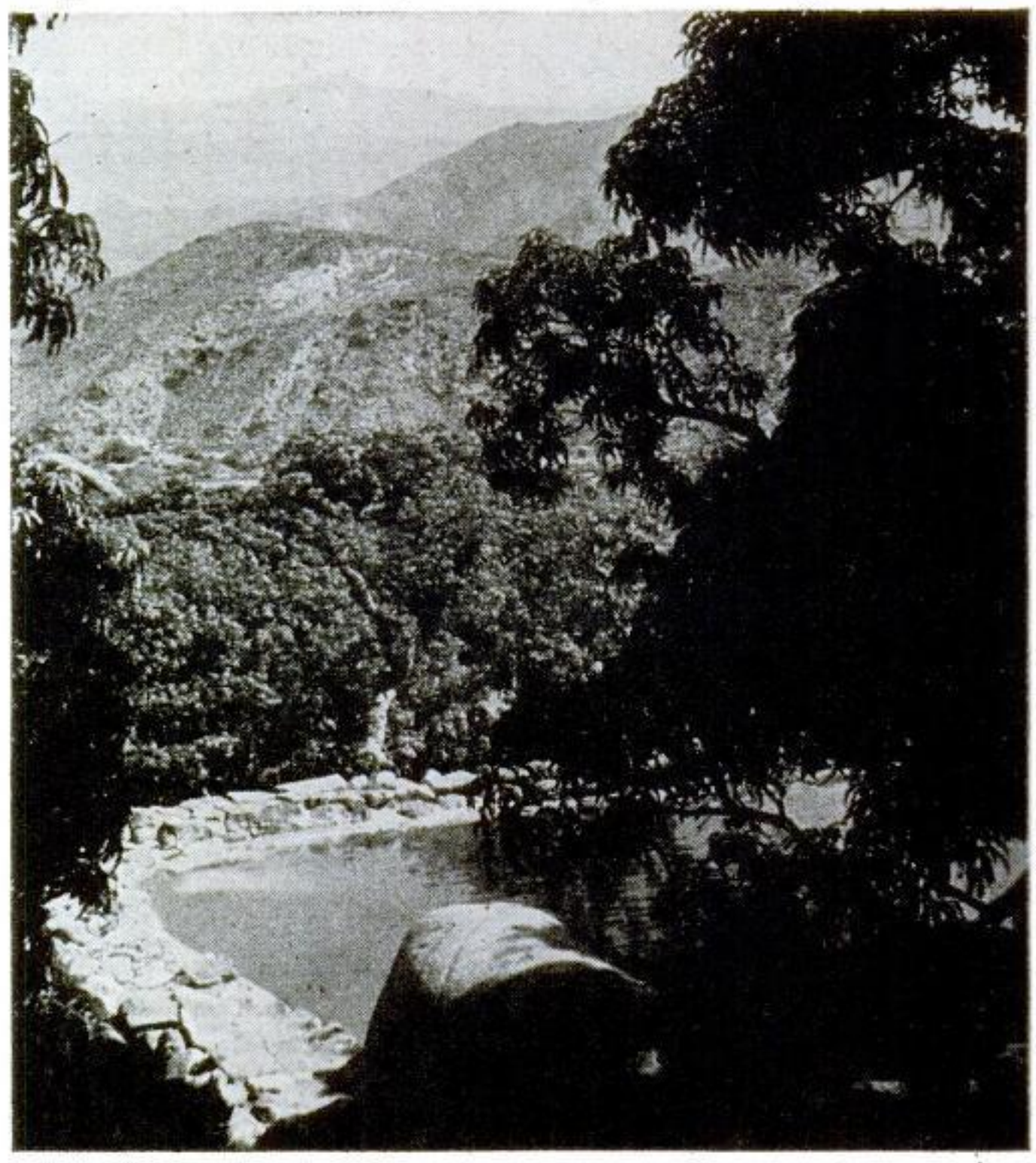
Styled to enhance the fire and beauty of your diamond be it large or small.

Orange Blossom prices begin at $9 for Wedding Rings $75 for Engagement Rings, including tax. Write for illustrated folder.

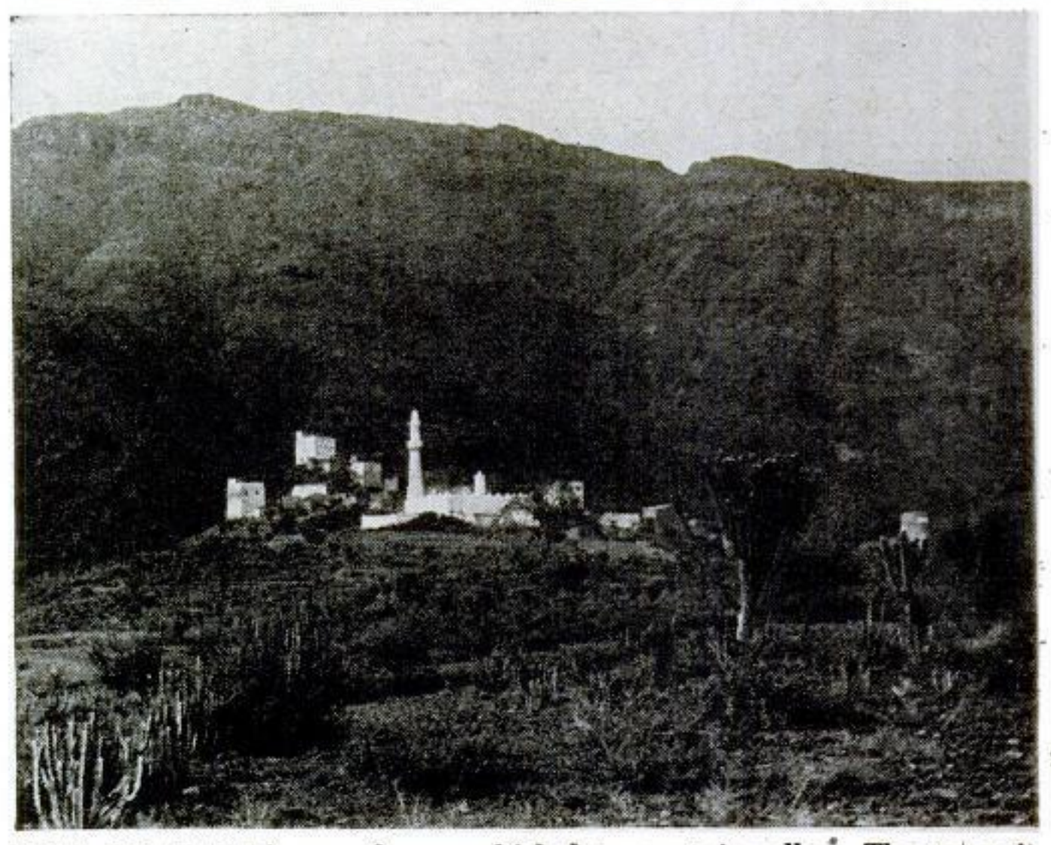
TRAUB MANUFACTURING CO., 1940 McGraw, Detroit 8, Mich.



NATIVE SAILBOAT on the Red Sea comes out to meet destroyer which took part of 13-man U.S. delegation from Jidda to Yemen seaport of Hodeida.



RESERVOIR in the southern Yemen mountains stores water for irrigating the surrounding lands. Entire kingdom of Yemen comprises 75,000 square miles.



HILL VILLAGE is one of many which dot mountain valleys. The tower is part of elaborate mosque which dominates the life of poverty-ridden villagers.

CONTINUED ON PAGE 62

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The first, sweet, secret telling of his love! And your swift, swept-off-your-feet response. The gentle, wonder-soft touch of your hands against his face.

Your hands--the hands Trushay has kept so smooth, so beautifully ready for this moment.

For Trushay is the <u>different</u> hand lotion. The lotion that guards hands against soap-and-water damage <u>before</u> it happens!

Smooth on creamy, fragrant Trushay <u>before</u> sudsing undies, <u>before</u> dishes! Trushay actually helps <u>prevent</u> dryness and roughness!

And count on Trushay for softening help... whenever, wherever your skin needs it.

TRUSHAY

The "Beforehand" Lotion



PRODUCT OF BRISTOL-MYERS

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Sunbeam

AUTOMATIC

TOASTER

Do you like your toast to "pop up" when it's done—or do you like it kept warm inside the toaster 'til you're ready to butter and serve it?

Whichever type of operation you want, you *get it* in the Sunbeam by simply setting a button. Gives you toast *how you like it—when you like it*—automatically. Set it for any shade you want. No burning. No worry. Sunbeam Double Thermostatic Control gives you perfect toast—every time, whether first slice or last.

Insist on having Sunbeam and be assured of the same wonderful satisfaction in an automatic toaster that over three million women are getting in their Sunbeam Mixmasters. See your dealer—supply limited.



EVEN, UNIFORM TOAST. Every slice alike—first or last.



SET THIS BUTTON for any shade toast you prefer.



HINGED CRUMB TRAY for quick, easy cleaning.

Made and guaranteed by **SUNBEAM CORPORATION** (formerly Chicago Flexible Shaft Company)
5600 W. Roosevelt Road, Dept. 53, Chicago 50, Illinois
Canada Factory: 321 Weston Rd., So., Toronto 9 • *Over Half a Century Making Quality Products*

Famous for *Sunbeam* MIXMASTER, IRONMASTER, COFFEEMASTER, SHAVEMASTER, etc.



TREATY NEGOTIATORS are Colonel Eddy (*center*) and Deputy Foreign Minister Qadi Moutahhar (*right*). Man on left is spy assigned to shadow Eddy.

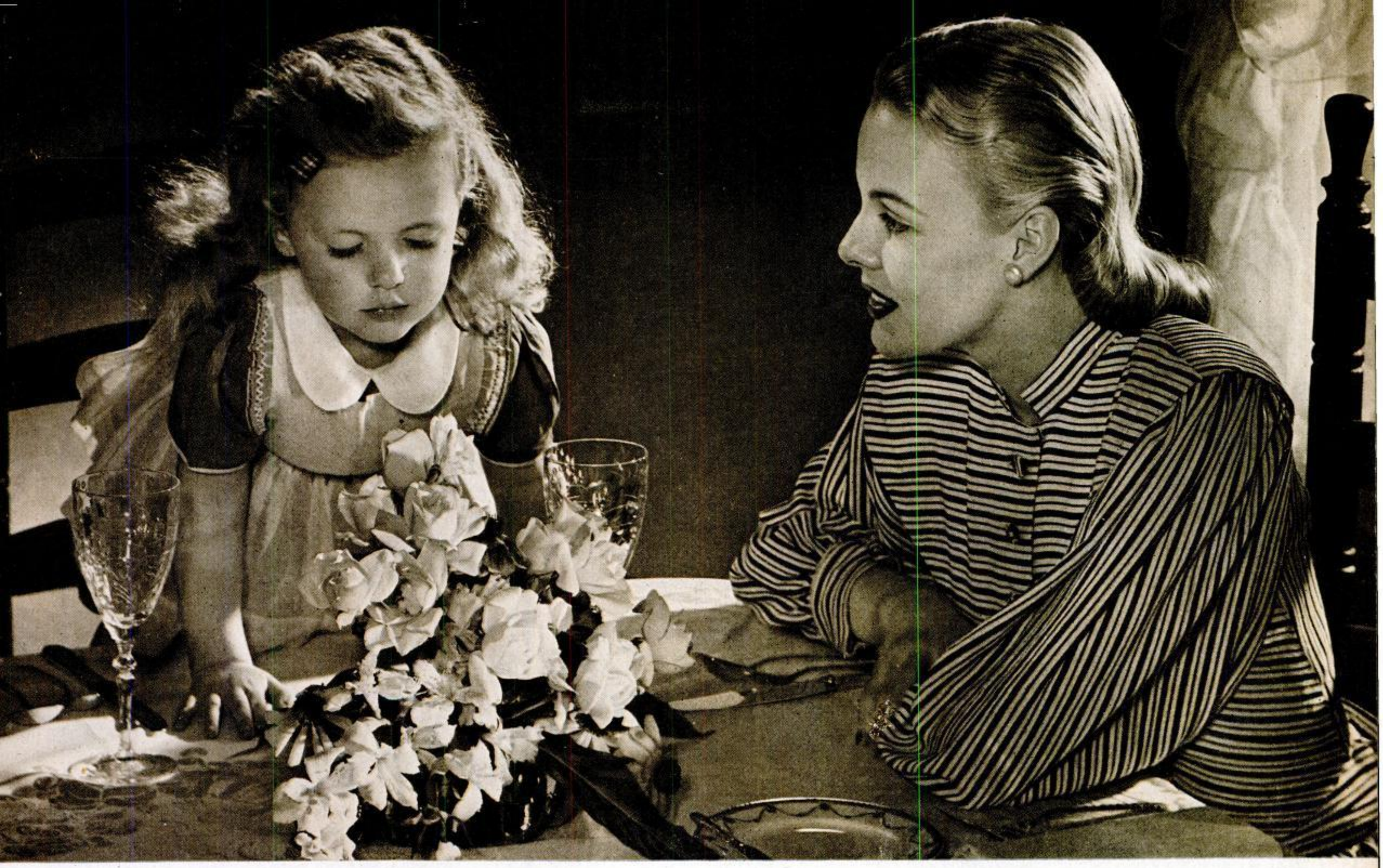


JEWISH MERCHANTS are numerous in San'a, where they must live in a Ghetto, pay heavy taxes and are otherwise persecuted by anti-Semitic Arabs.



MOUNTAIN TRIBESMEN show their social levels by daggers they carry. Man second from left has ornate, upper-class weapon. Others are middle-class.

Copyright



To my daughter, growing up

NANCY, HONEY, there'll be five candles on your next birthday cake.

What a big girl you're getting to be! Big enough to tie your own shoes . . . and to make comic experiments with my lipstick. Big enough to help me set the table . . . and to notice the fresh flowers, the shiny forks and spoons.

Maybe you didn't choose the richest parents in the world, Nancy. But you're going to have the nicest life we can give you. A house doesn't need to be big and fancy, for things to be done right in it.

I want you to grow up to be . . . well, I guess the word is "gracious." It's because memories are important that I put on the pretty housecoats you admire, and use our beautiful International Sterling at every meal.

I always thought that when I had a little girl like you, I'd want her to be used to nice things . . . like real "family silver," that not only *looks* wonderful, but is real and solid all the way through.

You see, darling, our International Sterling is so *very* good that we can use it always . . . and it won't wear out, it'll just get lovelier and lovelier.

We couldn't have anything nicer if we lived in a castle like the ones in your storybooks.

Pride and sentiment . . . of these your home is built. Remember them, when you choose its treasures.

Let your jeweler show you the dream-beautiful International patterns. They're artist-designed . . . balanced-to-the-hand . . . exquisitely finished in every detail.

And they're *solid silver* . . . silver all the way through . . . for a lifetime of proud memory-making.

Begin, if you like, with individual place settings . . . knife and fork, teaspoon, salad fork, cream soup spoon, and butter spreader.

Prices on famous International Sterling have not been raised, even in the face of general rising prices. 6-piece place settings for as little as $21.50.

TUNE IN to *The Adventures of Ozzie and Harriet,* Sunday evenings, 6:00 p. m., E.S.T., Columbia Broadcasting System.

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Years before man rode in air-conditioned comfort, mile-long trains of refrigerated meat thundered over the nation's rails. Thus was a steady supply of *fresh* meat made available to people far from meat-producing centers. Thus did "Swift's Premium" and "Swift's Brookfield" branded meats become nationally known—for their fine flavor, for their uniformity in all seasons and all places... and for their finest-of-the-fine quality.

Gustavus F. Swift was a man with ideas—and ideals. He started a business with only one steer and a red delivery wagon. But because he founded that business on sound principles—which included a personal insistence on top quality—he lived to see whole trainloads of his "Swift's Premium" and "Swift's Brookfield" branded products shipped to the four corners of the continent.

Mr. Swift's intense interest in refrigerated railroad cars was a logical one. He saw in them the means for bringing a steady supply of fresh meat to millions who lived far from natural sources of supply. Here was an ideal which was not to be denied. And time has long since proved the wisdom of his efforts.

These Swift Quality Foods are representative of the excellence of all products bearing the name Swift... now as always the finest of their kind.



SWIFT'S PREMIUM HAM



SWIFT'S BRANDS OF BEEF

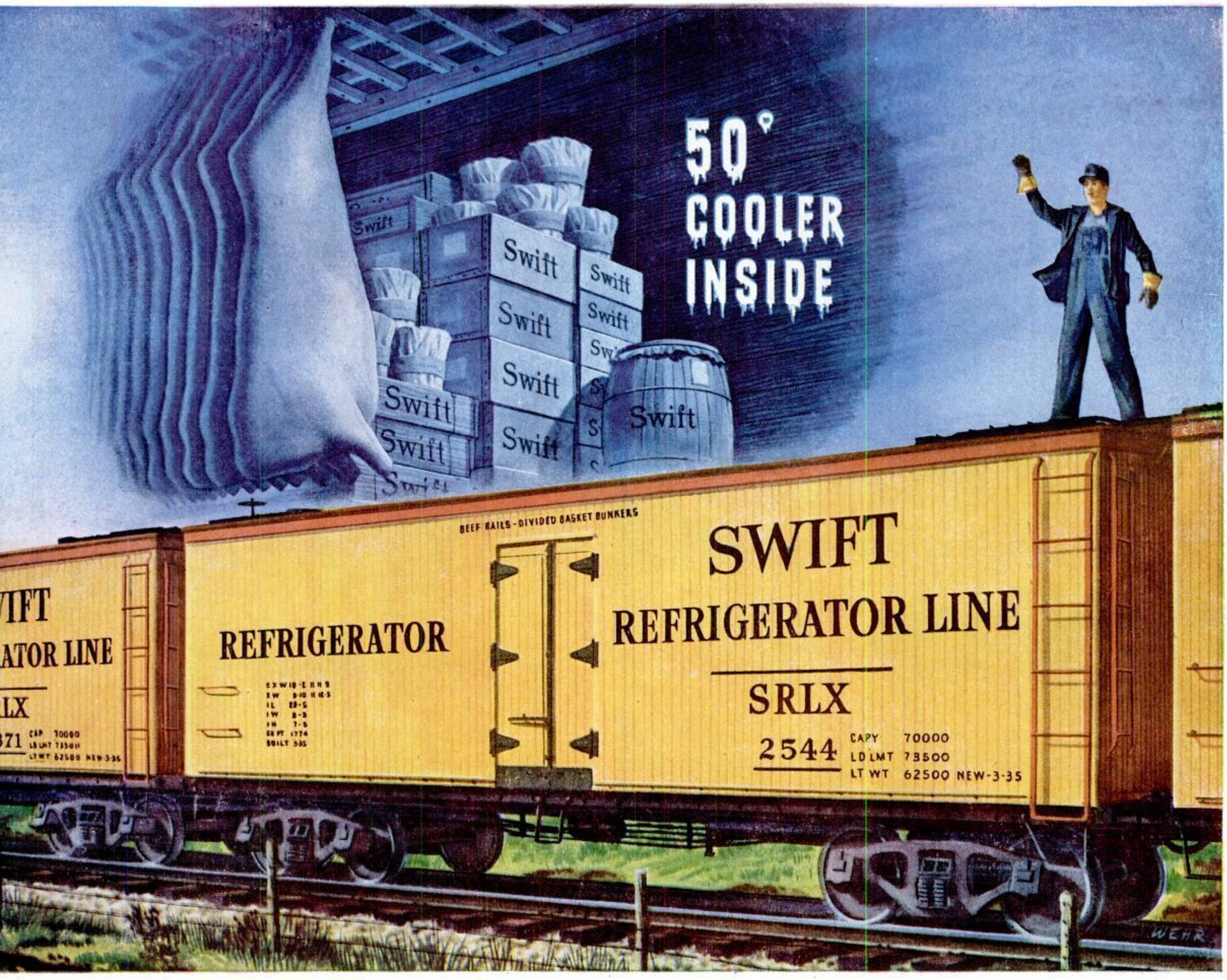


SWIFT'S PREMIUM LAMB



SWIFT'S BROOKFIELD SAUSAGE

Copyrighted material



A vision realized

Today, refrigerated trains—and trucks by the thousand—speed vast cargoes of fresh meats. And everywhere throughout the land, the names "Swift's Premium" and "Swift's Brookfield" are respected as symbols of unvarying quality.

From Maine to California, meats bearing these names—whether they be beef, lamb, veal, poultry or pork products—are as fine as nature and man can make them. For to retain meat's natural goodness, peak flavor and nutrition requires skillful handling all the way to your meat dealer's display case. This is accomplished by scores of Swift workers; by scientists from Swift's research laboratories; by capable, conscientious shipping service and deliverymen along the line . . . all expert in the handling of perishable foods.

No matter where you live—in times of scarcity or plenty—the names "Swift's Premium" and "Swift's Brookfield" are an unfailing guide to meat of the very highest quality. Meat that is sure to be flavorful, tender and juicy. Meat that is always—without exception or compromise—the finest of the fine!

Swift & Company

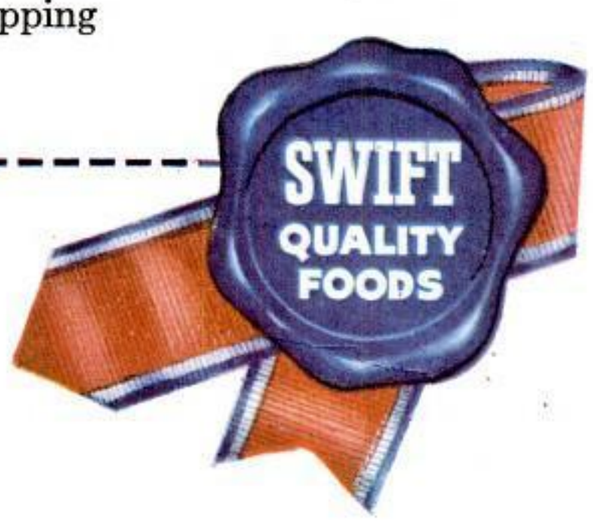
food purveyor to the nation



SWIFT'S PREMIUM BACON



SWIFT'S PREMIUM FRANKFURTS



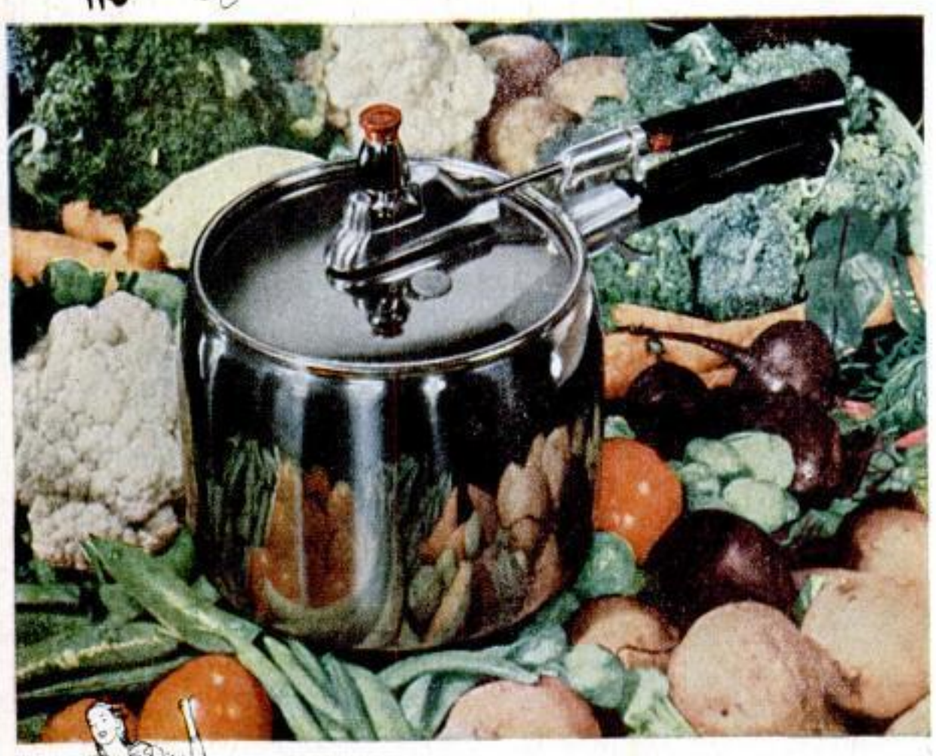
***This Swift Quality Seal** identifies a family of food products which you can buy with complete confidence that each is* the finest of its kind. *All of Swift's resources, its 60 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.*

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What delicious soups, stews and pot-roasts come from a Wear-Ever Covered Sauce Pot. Steam-Seal dome cover, smooth bottom, round corners. Easy-measure cup markings. Easy to clean. Remember, it's Wear-Ever Aluminum, the brand your Grandmother treasured!





You'll save time with a Wear-Ever Pressure Cooker; fuel, too. Reaches temperature fast, cooks fast. For example, peas in *only 15 seconds*. Meats cook so fast they keep their savory juices. Vegetables taste garden-fresh! Patented Snap-Tite cover can't be removed while pressure is on.





Mouth-watering—the food from a Wear-Ever Chicken Fryer—Dutch Oven! Steam-Seal cover with valve for excess steam. Easy-hold, cool Bakelite handles. Wrought of hard, extra thick sheet aluminum for enduring satisfaction.

LUCKY? THAT'S US, BABY



This shiny new sauce pan is real Wear-Ever Aluminum . . . so good to have back. It's easy to cook with—easy to clean! Cooking and baking results are dependable, too. For this gleaming aluminum spreads heat fast and evenly, avoiding "hot spots" that cause wasteful scorching or burning. Want proof? Try this . . .

Pour a pint of milk into a Wear-Ever Sauce Pan. (You'll like the easy-hold handle, easy-pour lips, easy-read cup markings.) Place pan *directly* over low heat. *Without stirring*, you can boil it down to ¼ pint—and it *won't scorch!* Wear-Ever saves food—*and* cleaning time!

Get your Wear-Ever utensils today. If your dealer happens to be out of stock because of the big demand for Wear-Ever, ask him to save the utensils you want from his next shipment.

Made of the metal that cooks best . . . easy to clean.

WEAR-EVER

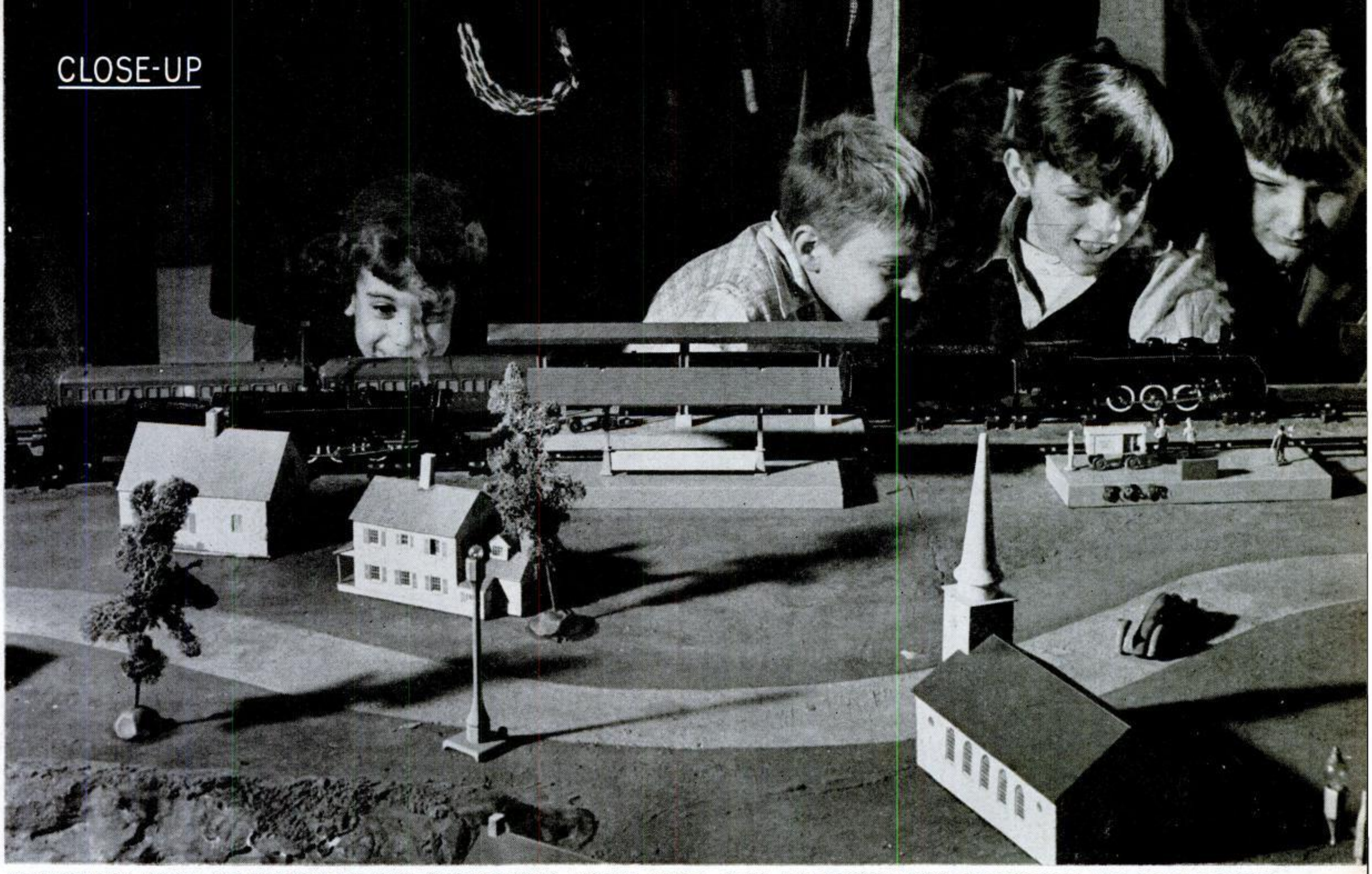
Aluminum utensils

Keep aluminum gleaming the easy way. Use Wear-Ever Cleanser Pads. At all stores.

Copyright 1946, The Aluminum Cooking Utensil Co., New Kensington, Pa.

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CLOSE-UP



AT GILBERT'S "HALL OF SCIENCE" ON NEW YORK'S FIFTH AVENUE, SMALL BOYS ARE ENCOURAGED TO FLOCK IN AND TO TALK SHOP

TOY KING

A. C. Gilbert, who constructed his empire with the Erector Set, prepares for biggest Christmas

by GILBERT MILLSTEIN

ALFRED CARLTON GILBERT, an earnestly energetic gentleman of 62, is probably the nation's foremost advocate of Good, Clean Fun for the Youth of America. The capitals are his. He feels he is on solid ground in this, having written many years ago that he knew what boys liked because, as he said, "I have been a boy myself." Gilbert is the former boy who invented the Erector Set, a metal construction toy whose chief components bear a close resemblance to structural steel girders. It constitutes the framework of his toy and electrical appliances business, The A. C. Gilbert Company of New Haven, Conn. Generations of youth in this country, and elsewhere in the world—to say nothing of large numbers of their elders—bought so many Erector Sets that they made Gilbert a millionaire at a relatively boyish age. The international aspects of Erector were clearly demonstrated during the war by two French sailors on shore leave in New York. They wandered into the Gilbert Hall of Science at Fifth Avenue and 25th Street, a six-story building "dedicated to the Youth of America," buttonholed an attendant and spoke all the English they knew, which was "Yes," "No" and "Erector." An immediate rapport was established.

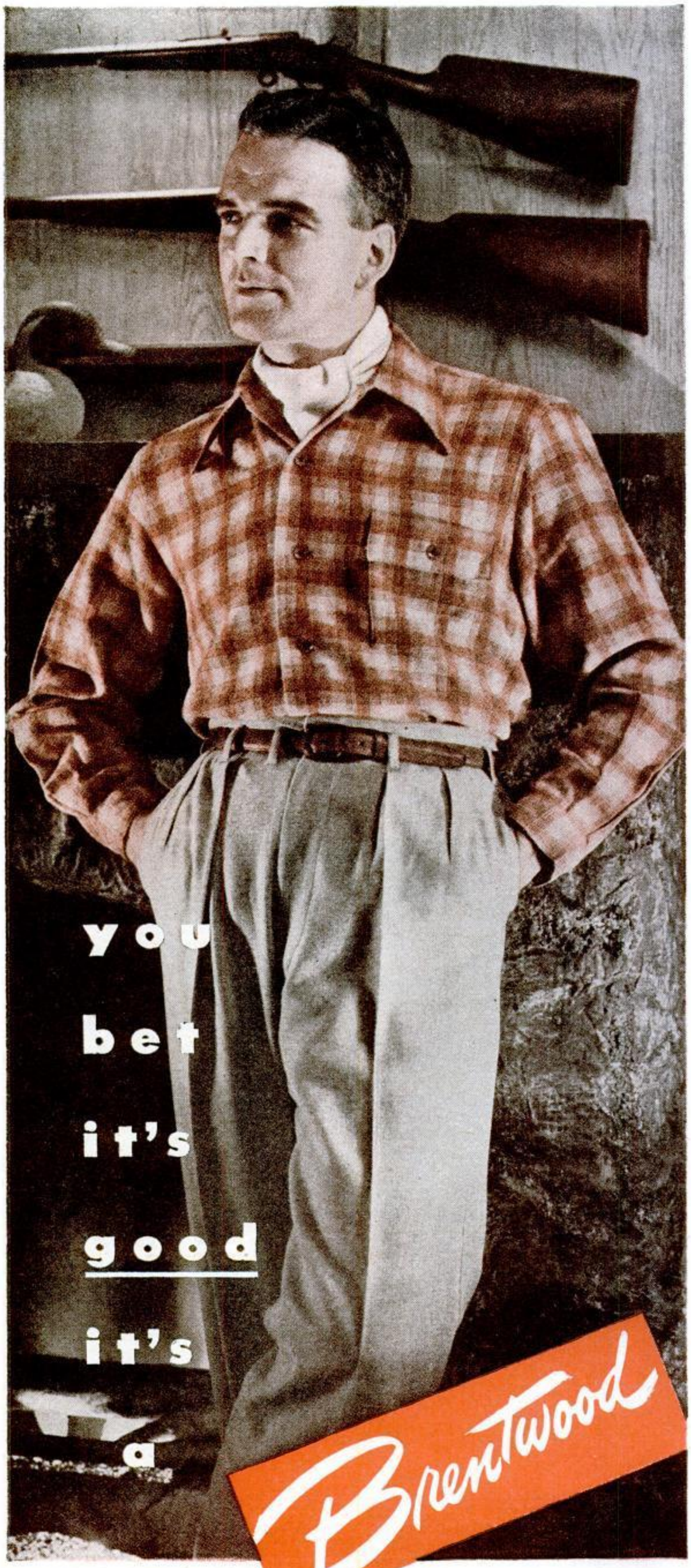
With the Christmas season approaching, Gilbert's business is moving into its regular annual rush. He is not the largest toy manufacturer in the U.S. but, among some 2,000 U.S. toymakers doing a total retail business of $240,000,000 a year, he ranks close to the top. This year he even expects to better the $4,000,000 gross his company rolled up in 1941, the toy business' last normal, peacetime year of production. Gilbert copywriters do not hesitate to call his products "The World's Greatest Array of Precision-made Scientific Toys." Besides Erector Sets and American Flyer trains they include chemistry sets guaranteed not to explode, mi-



A. C. GILBERT admires Ferris wheel made from his Erector Set. Structural pieces of the set also enable boys to build dirigibles, refrigerating plants, walking-beam engines.

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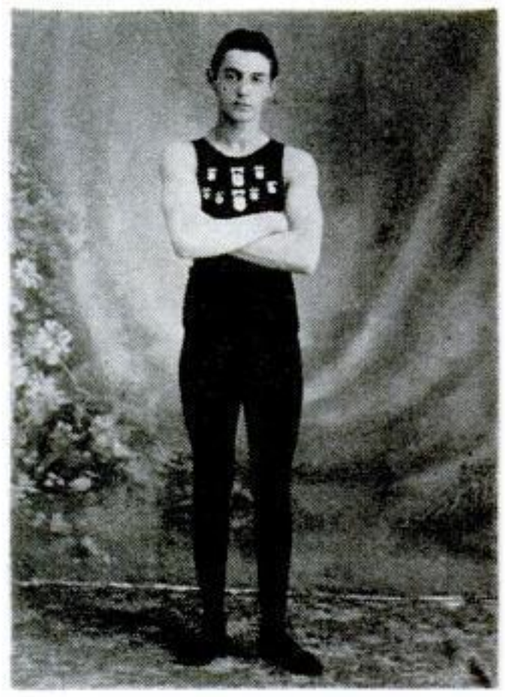
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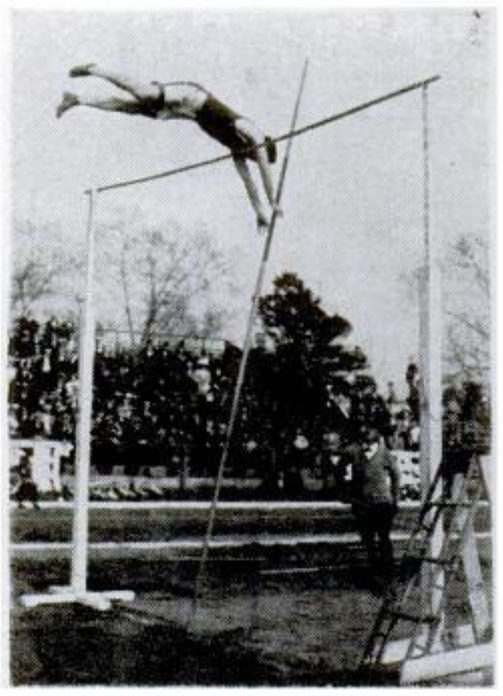
Plaid shirt, smart and rugged in pure virgin wool. Handsomely styled with Brentwood's custom precision and finer detailing. This pattern or others at most fine stores.$10 to $15

america's finer
sportswear

BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK



CHINNING CHAMP in his youth, Gilbert displays medals and biceps.



POLE VAULT mark was made by Gilbert with his 12 ft. 7¾ in. leap.

TOY KING CONTINUED

croscopes which are called toys but have Polaroid lenses, and magic and puzzle boxes. These outfits are accompanied by manuals masterfully designed to educate painlessly through fun.

The words "scientific" and "educational" bulk large in all Gilbert promotional material and are an integral part of his thinking. He likes to tell people about the retired professor of chemistry at Yale who confided in him that "no one in America has done more than yourself to create an interest in the sciences." Gilbert has also started to go after that generation known as "children of the pre-screwdriver stage" with relatively simple, wooden contraptions determinedly named "Erector Junior," "Babykins" and "Kiddikins." A short while ago he hired Anne Farrell, a young woman who had created a lot of toys for Swedish cooperatives, to think up things for the pre-screwdriver crowd. One of them is simply a six-inch cube. Kiddies have to pick it up with both hands. The theory is that it forestalls left-handedness as well as more serious Freudian complications.

American Flyer trains, like Anne Farrell toys, are among the few Gilbert products that are not fundamentally of his own design. He acquired them from a moribund Chicago firm for virtually nothing and then had them redesigned from locomotive headlights to caboose cars on a scale of three-sixteenths of an inch to a foot. He added such indispensable railroading accessories as automatic log loaders, coalers, magnetic cranes, crossing gates, water towers, stations, billboards and blinker signals. American Flyer trains are now models of verisimilitude. The locomotives do not merely chug but their smokestacks belch real smoke and they whistle for crossings in a manner nostalgic enough to bring tears to the eyes of old railroaders. Gilbert's trains are now the principal competition of the Lionel Corporation, the largest manufacturer of electric trains in the world. In addition to being made in several sizes larger than the biggest American Flyer, Lionel trains whistle and smoke, but they no longer chug. The Lionel people think there is enough noise being made already.

How the Cabinet played with toys

IN toy circles Gilbert is regarded, even by some of his competitors as the Man Who Has Done the Most for the Industry. One of the organizers of the Toy Manufacturers of the U.S.A., the industry's principal trade association, he was elected its first president in 1916. By a process of natural selection he was chosen in 1918 to head its war-service committee, which undertook a junket to Washington to stem a wartime threat to curtail the industry's business. He and the rest of the committee appeared at the Navy building loaded down with bulky packages of toys, including, of course, Erector. The group was shown into the office of the Secretary of the Navy, Josephus Daniels, for what the Council of National Defense had planned as a half-hour audience. It lasted three hours. Most of the time was spent on the floor over such weighty matters as the running of a child's steam engine and the building of a toy bridge. Newton D. Baker, Secretary of War, Franklin K. Lane, Secretary of the Interior, and William C. Redfield, Secretary of Commerce, took part in the deliberations. A Boston newspaper later interviewed Gilbert and editorialized cozily, "How the boys and girls of America would have laughed if they could only have been concealed in that room and, peeking over the tops of the daven-

CONTINUED ON PAGE 70

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I Like "SMOOTH MEN"

WHO KEEP PRESENTABLE LONGER
WITH MENNEN BRUSHLESS SHAVE CREAM





HERE'S PROOF MENNEN GIVES YOU A *BETTER* SHAVE...

More Dermatologists Use Mennen Brushless Than* Any Other *Brushless Shave Cream!*

A nationwide poll reveals that more doctors who specialize in skin care use Mennen Brushless Shave Cream than any other brand.

TONIGHT'S romance may depend on this morning's shave. So use the shave cream that *keeps you presentable longer* . . . Mennen Brushless. It's first choice of dermatologists.

*These doctors have spent their lives specializing in the care of the skin. Just like you, when they shave, they want faster, cooler, more comfortable shaves. Cleaner shaves that *keep them presentable longer*. Well, more dermatologists use Mennen Brushless Shave Cream than any other brand of brushless.



So change to the choice of the experts. Enjoy shaves that keep you well groomed for a busy day . . . Make you "nice to be with" for a pleasant evening. Get Mennen Brushless Shave Cream today!



ITS HE-MAN AROMA "WOWS" THE LADIES

Splash Mennen Skin Bracer on after every shave. Has that clean, fresh scent that "makes you nice to be next to." Try it. You'll see why it's America's largest-selling after-shave lotion!

GRAND DISCOVERY FOR LATHER USERS

See how Mennen Lather Shave Cream whips into billows of lather. Contains special ingredients that wilt whiskers to the core for smoother, cleaner shaves. Plain or Menthol-Iced for extra coolness. Try it!

Copyrighted material

Quaint and charming!
An enchanting
robe for a little girl...
designed by Mary Cheely in
Fluegelman's Lyncrest, a
paisley print of rayon
and ARALAC.
*Aralac
AZLON, THE WONDER PROTEIN FIBRE

*T. M. Reg. U. S. Pat. Off. by ARALAC, INC., a division of NATIONAL DAIRY PRODUCTS CORPORATION.
Azlon is the common generic name for all man-made natural protein fibres.

TOY KING CONTINUED

ports, seen the members of the Cabinet playing with the toys." The Cabinet kept the samples.

Later on, in 1921, Gilbert did some powerful talking on the tariff before the House Ways and Means Committee. He deplored the position of American toy manufacturers in the face of cheap German and Japanese labor and a tariff of only 35%. As usual, he was laden with toys, which he left as souvenirs for happy congressmen. He asked for 60%. He was given 70%.

A sports columnist said recently of Gilbert that "he could easily have stepped right out of the pages of a Horatio Alger novel," a not-too-original observation with which Gilbert is in strenuous private disagreement. "I had," he says, "the happiest boyhood of anybody I ever knew. Nobody ever had so much fun, *good clean fun*, I mean. Or so many hobbies. I wasn't a poor boy and I never paid my way through school, not entirely, that is. My father was a banker. He wasn't a big banker and he wasn't always a banker, but he helped put me through school. I worked because I wanted to work."

The columnist's regard for Gilbert, however, was primarily of a sporting nature. Gilbert is the only manufacturer of toys, or anything else for that matter, who ever won an Olympic Games title, held the world's record for the pole vault and wrote an *Encyclopaedia Britannica* article on that sport. He is thought by the best minds in the field to be the greatest living authority on pole vaulting and is said to have revolutionized the technique of vaulting by the introduction of the bamboo pole and a painstaking study of the physics involved. He devised an apparatus for demonstration of the art that unquestionably helped his alma mater, Yale, to dominate pole vaulting for at least two decades. Moreover at one time or another in his youth, he won the Northwest amateur wrestling championships (at 125 and 135 pounds, respectively) and the somewhat esoteric title of world's chinning champion (63 times), placed second in the intercollegiate gymnastics tournament at Yale, played football for tiny Pacific University in Oregon and was captain of its track team.

Medicine and magic

MOST Alger heroes, manly and brainy though they were, would have found such a regimen wearing. Gilbert did not. In the intervals between winning several hundred medals, cups, rosettes, plaques and similar tributes to his muscles, he found time to become a startlingly proficient magician, conjuring up enough money in that art to help him get through Yale Medical School. It was the characteristic Gilbert thoroughness that also led him to become a physician. He never intended to practice medicine. He did think of becoming an athletic coach and figured a medical degree to be an indispensable adjunct.

Gilbert got his medical degree but meanwhile had become so enamored of magic that he neither practiced medicine nor followed his inclination to become a coach. He went forthwith into the magic business with a partner, whom he eventually bought out, and set himself up as the Mysto Manufacturing Company. He did his own peddling for quite a while. His first catalog was a small affair, the precursor of what the toy industry has since conceded to be the most potent job of promotion ever dreamed up by a toy manufacturer. For several years Gilbert published a newspaper for boys. Its contents were largely the incidents of his own happy boyhood. He ran prize contests and gave away automobiles and Shetland ponies. He also created the Gilbert Engineering Institute for Boys, which was not an institute and taught no engineering, but sold a great many Erector Sets. These achievements in publicity have since been succeeded by the more sophisticated Gilbert Hall of Science on New York's Fifth Avenue.

The idea for the Erector Set came to Gilbert one day in 1912 while he was returning from New York on the New Haven railroad. He was just a nod short of the apathy that assails train riders when they have finished their newspapers. As he sat looking out the window, his eye was fixed by the regularly spaced girders the road was putting up in the process of electrification. That night, burning with a medium-hard gemlike flame and assisted by his wife, he cut out the first Erector in cardboard. He says the name just came to him. The Mysto Manufacturing Company almost tripled its business in the next 12 months. Three years later it was rechristened with its present name and promptly burgeoned into the impressive business it is today.

Gilbert's situation today is but a logical extension of his childhood. He was born in Salem, Ore. on Feb. 15, 1884, the son of Frank and Anna Charlotte Hovenden Gilbert. Gilbert says he was a "frail" child whose family feared he would not "grow up" physically, a gross misjudgment in view of what happened. By the time he was

CONTINUED ON PAGE 72

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RECORD NEWS!

Yours to enjoy tonight, tomorrow, and for a lifetime! Magnificent performances by 10 great artists and orchestras—just 10 of scores now recording exclusively for Columbia Masterworks Records.

RUDOLF SERKIN

Beethoven: Sonata No. 8 in C Minor, Op. 13 ("Pathétique")
Columbia Masterworks Set M-MM-648 $3.85*

Jane Powell

(MGM Star) with orchestra conducted by Carmen Dragon
Songs by Jane Powell (from "Holiday in Mexico")
Columbia Masterworks Set X-271 $2.25*

Budapest String Quartet

with Milton Katims, viola
Beethoven: Quintet in C Major, Op. 29
Columbia Masterworks Set M-MM-623 $4.85*

DARIUS MILHAUD

conducting the Philharmonic-Symphony Orchestra of New York
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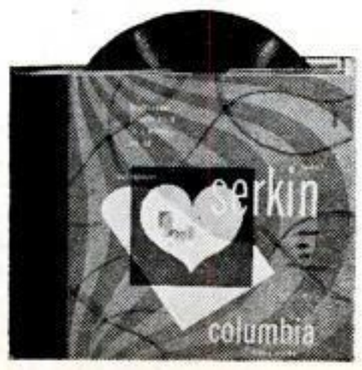
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Power enough, in your regular 2-cell Bond Fixt-Focus Flashlight, to shine a light from the Radio Booth atop the famous Rose Bowl in California, clear across that vast stadium and football field to the players' bench on the opposite side—approximately 500 feet.



YOU CAN GET THEM NOW...

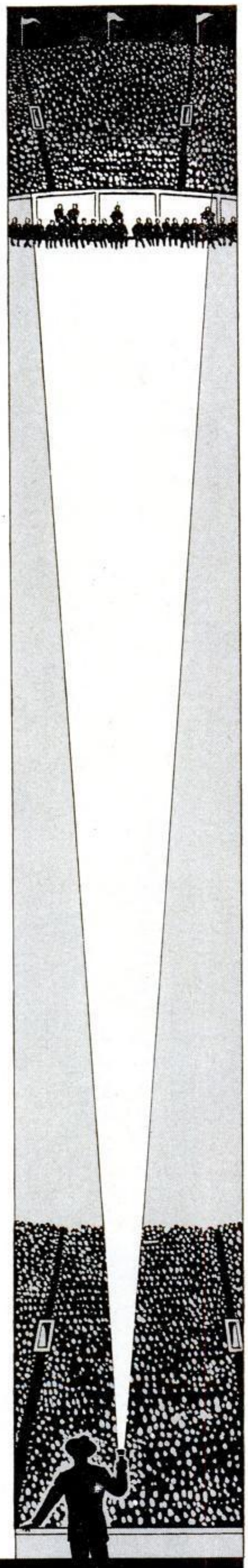
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Back again and popular as ever. In fact, they are so popular that in order to make the present supply "go around" we've been forced to "allocate" them. See your favorite retailer today.

VERY HANDY WHEN AUTO LIGHTS BLINK OUT

You, too, will find as did this Mid-Westerner that your Bond flashlight is invaluable. He writes, "I stopped to help a neighbor whose auto lights had failed. My flashlight came in mighty handy for illumination to see that a grounding bolt needed tightening."

Don't go another night without a new Bond and be sure it is loaded with *fresh* Bond Batteries. Just step up to the Bond Self-Service Cabinet in all stores that sell flashlights and batteries. Bond Electric Corporation, New Haven, Conn., Division of Olin Industries, Inc.



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Give Fool-Proof Protection From Dusk to Dawn

TOY KING CONTINUED

15 he had run, wrestled, chinned, boxed, hurdled and jumped himself into a vest-pocket edition of Charles Atlas.

It was four years previous to this, when he was 11, that destiny had overtaken him in the form of a set of magic tricks he got as a premium from a boys' magazine (years later the magazine bought Gilbert's tricks for premiums). Alfred became the boy wonder of the neighborhood. A professional magician, the late Hermann the Great, put on a one-night stand and called for volunteers from the audience. Alfred volunteered. Hermann astounded him by pulling eggs from his mouth and coins from his ears, whereupon Alfred astounded Hermann by extracting some silver from *his* ears. "My boy," the magician told him, "you will be a great success."

At Pacific University, a small Congregational school in Forest Grove, Ore., Gilbert was accounted a campus cut-up, being partial to such exploits as muffling the clapper of the chapel bell. These were relatively quiet years, however, except for one incident. Someone beat him in a wrestling match. This rankled so that he forthwith traveled 3,000 miles eastward, enrolled in a physical-training class at Chautauqua, the great American educational catch-all, and returned to Pacific to throw the man who had unaccountably beaten him. Before he left Pacific, Gilbert met Mary Thompson, the girl who was to become his wife.

In 1904 he went off to Yale with assistance from his father and some money he had picked up working as a flagman on the Northern Pacific and as a toiler in the wheat fields. "But at last the harvest was over," he reminisced later in his boys' newspaper. "My hands were calloused and my muscles were like iron. That's the way to get strong, boys. And yet, with all my great strength, when I got to Yale, I said to myself, 'You'll have to have something more than hard muscles to be a champion here.' And I looked with wonder at the splendid physiques of some of the athletes I saw...." Gilbert did all right. He broke the world's record for the pole vault with a 12-foot, 7¾-inch leap at the Olympic games trials in Philadelphia in 1908 and triumphed the same year in London. Years later he was to become an important member of the American Olympic Games Committee.



ALASKAN BEAR, 10 ft. high, adorns Gilbert's Connecticut hunting lodge.

Gilbert's attitude toward his business has always been strikingly similar to his feeling for sport. Sport was never just fun for him but almost, as he says, a way of life, and he made it pay him dividends over and above big muscles and a good digestion. "I learned something from each game I played," he says, "and nobody forced me to. That's the way I always figured toys had to be."

In recent years Gilbert appears to have slowed down. He now rises as late as 6 a.m., jogs only a mile or so on the roads outside his New Haven home, works out with Indian clubs, punching bag, rowing machine and weights in the basement, and gets to work at 7:30 a.m., punching a time clock like his employes. He is a noticeably informal individual, given to gabardine suits, rubber-soled shoes and pipes. He has a dangerous habit of pushing lighted pipes into a pocket when something is on his mind. "He spends more money having his clothes rewoven," his son says, "than he does buying new ones." Admittedly a forgetful man, Gilbert has been known to forget to have them rewoven. A high official of the Amateur Athletic Union, who sees Gilbert about once a year at national A.A.U. meetings, once said of him, "You know, nobody'd think he was worth a dime. I remember him turning up one time with a burn in his coat. I didn't pay much attention to it at the time but there he was at the next convention—same coat, same burn."

At 62 Gilbert is almost bald. He has a pleasantly sharp face and looks much more like a successful coach than a successful businessman. There is, as a matter of fact, a good deal of the coach in Gilbert's manner. The concept of teamwork is, he says, more or less of a religion with him. "Sometimes you don't know whether you're doing business with him," an acquaintance has remarked, "or whether you're going out for your 'Y'." The A. C. Gilbert Company has no workers. It has, instead, a "team" or a "family" of 1,400 "co-workers." They are governed by what Gilbert calls his *Creeds*,

CONTINUED ON PAGE 74

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"SHE'S MY CHILD, ALL RIGHT!"

—says Mrs. John B. Dowling, Jr., of New York City

"There's no doubt in our family who Susan looks like. She has my hair—my eyes ... even my big feet! What's more," says Mrs. Dowling, "her diet is just what I had when I was a baby. She's being raised on Clapp's." And she continues ...

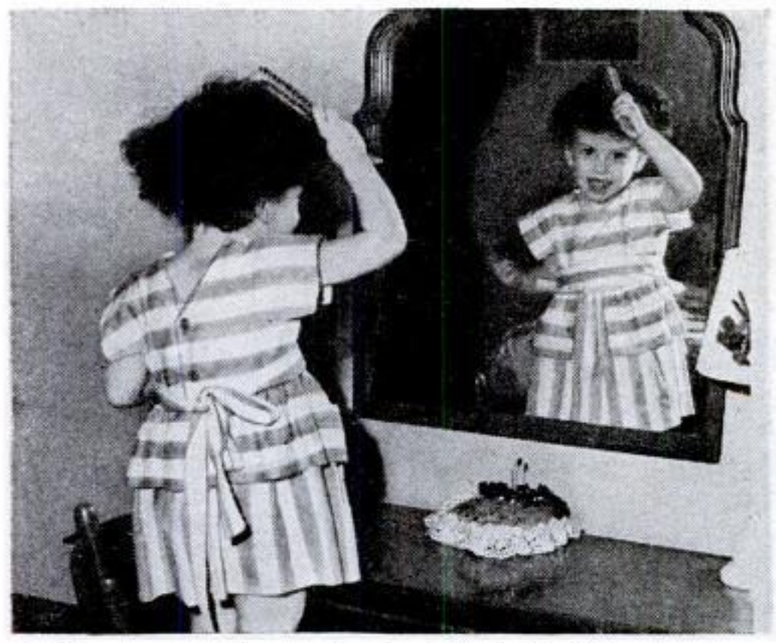




"She's 3½ years old now—a Clapp-fed baby from the start! Just like I was, my mother often tells me, back in the days when Clapp's was a brand-new wonderful idea in baby feeding.



"Just like I did, Susie seems to thrive on Clapp's. At 3 months old, she was eating Clapp's strained foods. At 6 months, she had so many teeth, the doctor started her on Clapp's junior foods.



"She was such a husky, healthy baby! During her first two years, she never even had a cold. Now Susie's a 'junior' in nursery school. She's happy, affectionate, and lively as they come!



"She loves to sing and is forever imitating voices on the radio—even the commercials! And she's a real girl about clothes—very fussy about color combinations!



"Susie weighs 38 lbs., and is 38 inches tall. Just right, the doctor says. I'm sure a lot of the credit belongs to her well-balanced diet. When you look at Susie, it's *obvious* why I'm so loyal to Clapp's."

Why your baby will thrive on Clapp's:



- Ever since Clapp's *originated* baby foods 25 years ago, we've made all our foods to fill doctors' requirements.
- We've constantly improved our formulas, added new foods, according to doctors' suggestions. Now we offer *"the world's largest baby menu."*
- We make every test we can, because we *want* to.
- We discard many fruits and vegetables that would be perfectly acceptable for adults, but not, in our judgment, for Clapp-fed babies.
- All our foods are *pressure-cooked*—to help retain vitamins and minerals, fresh color and flavor.
- We have seen two generations of babies raised on Clapp's. Our business, we believe, is the most important business in the world. It is our *sole* business, not a side line.



- Perhaps this is why so many doctors prescribe Clapp's regularly.

This is the 25th Anniversary of

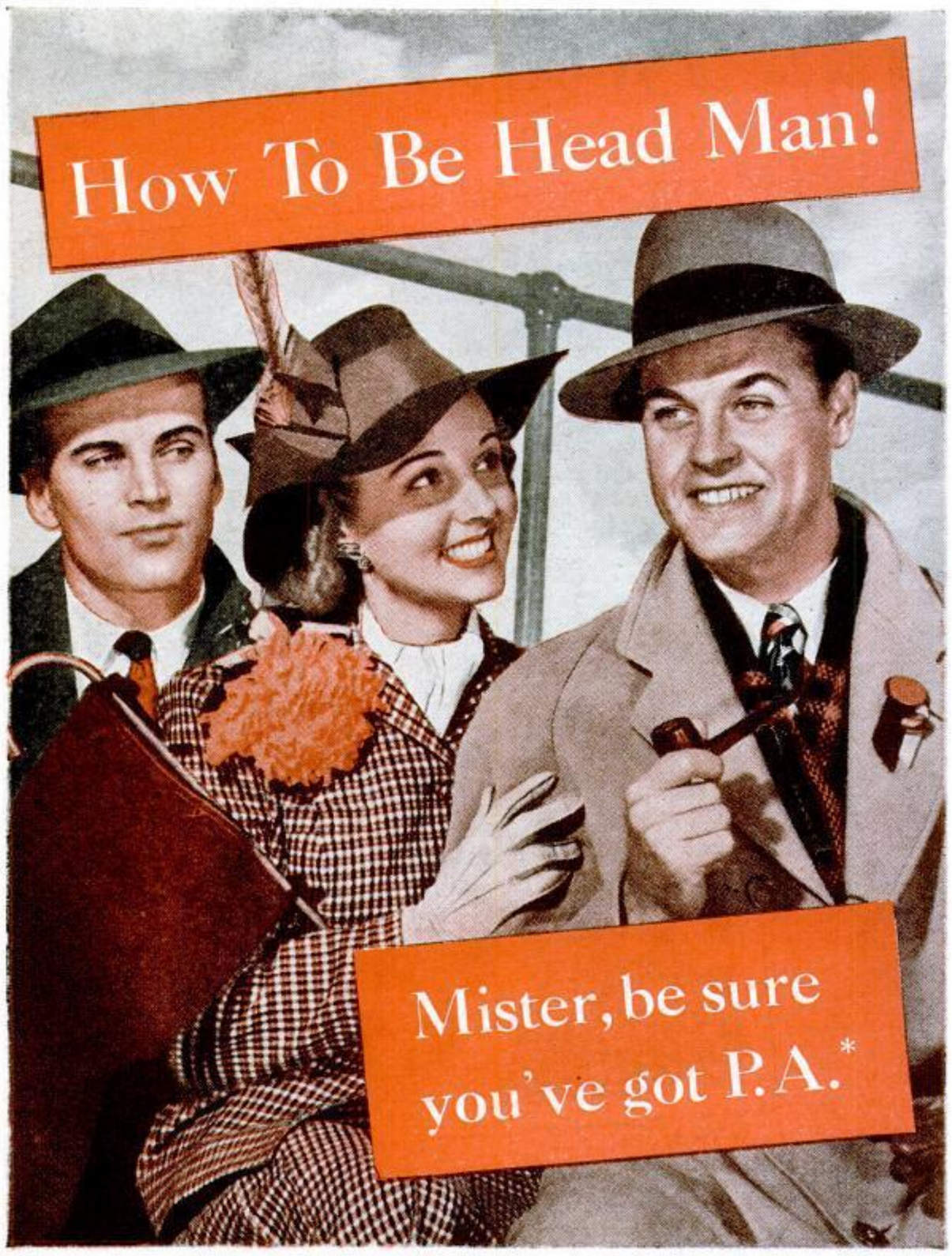
CLAPP'S BABY FOODS



— the first baby foods

PRODUCTS OF AMERICAN HOME FOODS, INC.

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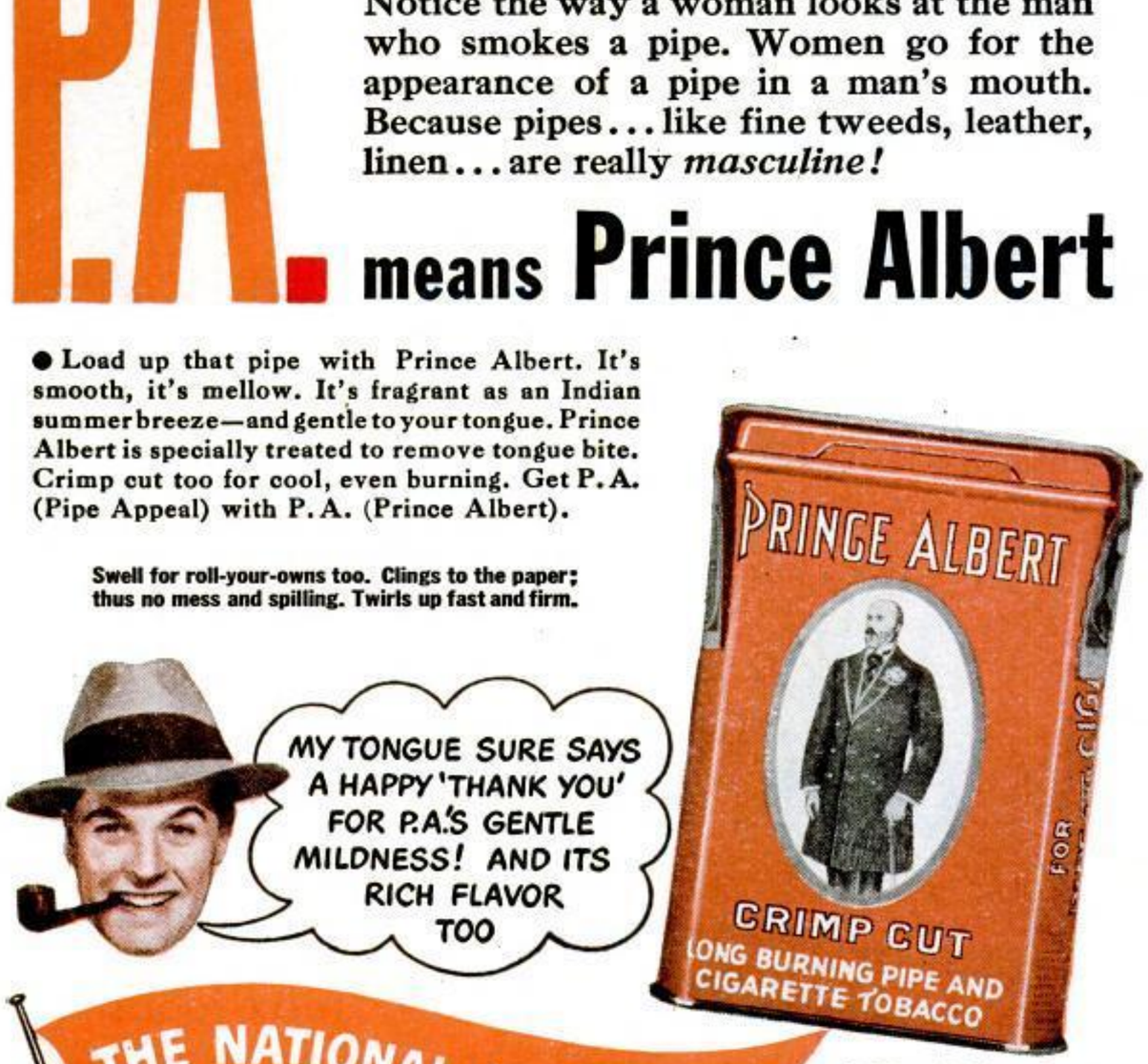
P.A.* means Pipe Appeal—

Notice the way a woman looks at the man who smokes a pipe. Women go for the appearance of a pipe in a man's mouth. Because pipes... like fine tweeds, leather, linen... are really *masculine!*

P.A. means Prince Albert

● Load up that pipe with Prince Albert. It's smooth, it's mellow. It's fragrant as an Indian summer breeze—and gentle to your tongue. Prince Albert is specially treated to remove tongue bite. Crimp cut too for cool, even burning. Get P.A. (Pipe Appeal) with P.A. (Prince Albert).

Swell for roll-your-owns too. Clings to the paper; thus no mess and spilling. Twirls up fast and firm.



R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina

TOY KING CONTINUED

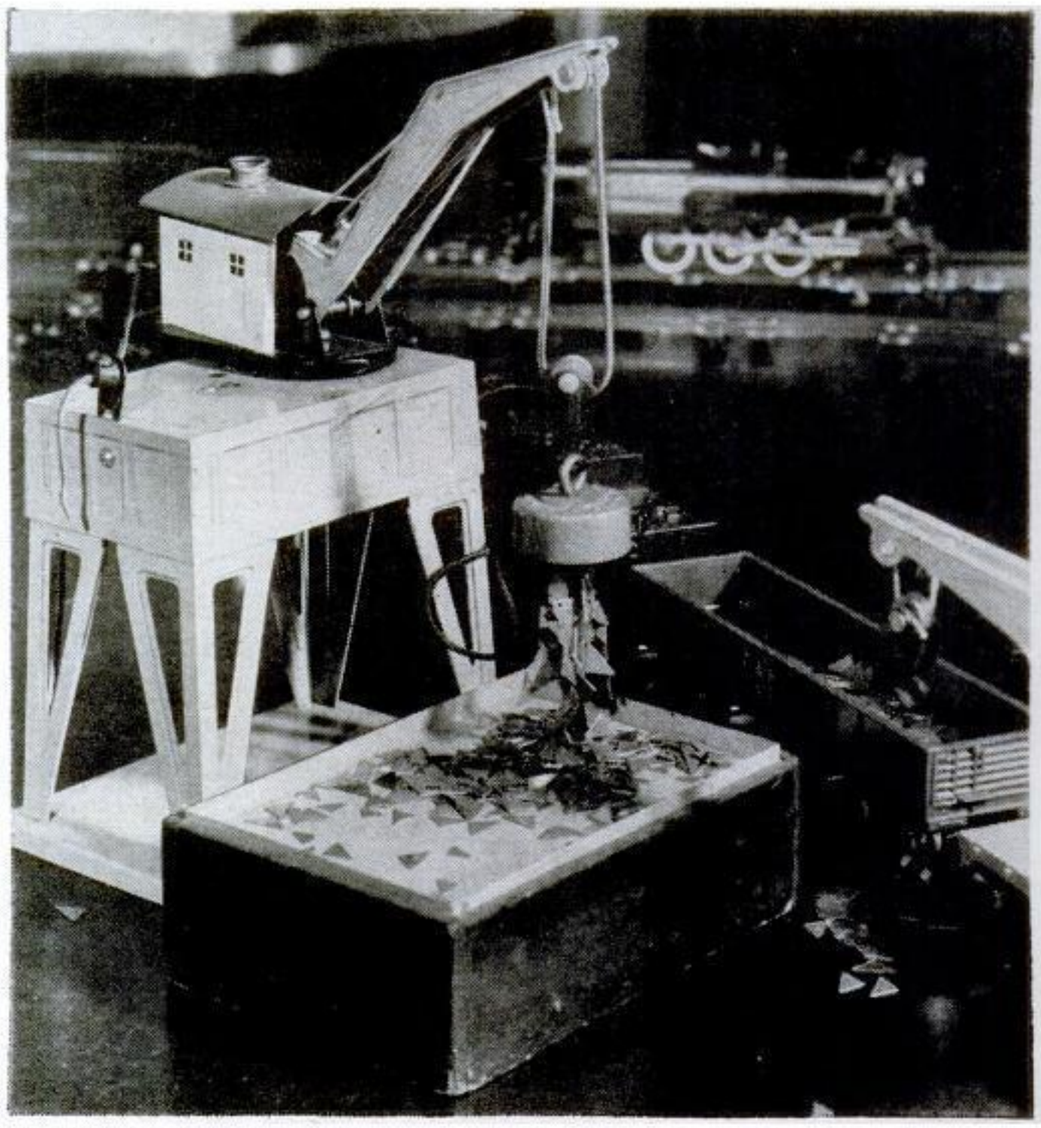
Policies and Procedures, a document of 89 pages, the tone of which is at once enlightened, evangelistic and chummy.

The Gilbert code even provides for birthdays. All co-workers receive on their birthdays a card signed by Gilbert. If they have been with the company less than five years, a foreman delivers them. After that Gilbert himself does the job and shakes hands with the recipients. It is stipulated that after a quarter-century with the firm, a co-worker "shall on his birthday, in addition to the birthday card, receive: a corsage if the co-worker is a woman; a boutonniere if the co-worker is a man." Almost half of the Gilbert "family" has worked for him anywhere from 10 to 30 years. "You've got to like people," he has concluded. "You can't not like people and get along with them." He sometimes gives copies of *How to Win Friends and Influence People* to foremen he thinks do not like them sufficiently. Although there is a small C.I.O. unit in the factory it has not made much headway. Union organizers claim that Gilbert steps up his entertainment program whenever a picket heaves into sight, lulling the co-workers by making rabbits emerge from his hat on the stage of the company's cheerful cafeteria-auditorium. It is also true, however, that he pays his employes higher wages than the average for the New Haven area.

Paradise, Connecticut

GILBERT goes in for rather more elaborate toys than he sells. Notable among them is a 600-acre game preserve and dairy farm in Hamden, seven miles outside New Haven. He calls it Paradise and operates it at only a negligible loss. Paradise is stocked with several thousand pheasants and gray mallard ducks, 100 white-tailed deer, 9 cows, 250 turkeys and about 1,000 chickens. Syndicates willing to pay the price for the privilege may shoot pheasant and duck in season. Gilbert shoots the deer himself and sells them to a New York City butcher. The trophy room in his rustic hunting lodge is crowded with the heads of some formidable animals Gilbert has killed in 20 years of big-game hunting in British Columbia and in Alaska.

The Gilbert home in North Haven is a 15-room suburban Elizabethan affair in an exclusive residential section developed mostly by Gilbert. In addition to the basement gymnasium in which Gilbert works out every morning, the house has a swimming pool and a trick nine-hole golf course with three greens and nine tees. Gilbert built the pool to teach his children, Alfred Jr., Charlotte and Lucretia, how to swim. The young Gilberts, all married, now live in homes of their own nearby. Alfred Jr. works for his father who, according to a friend, was once mildly worried that his son might become an intellectual. The son did, indeed, become an engineer, but he set his father's mind at rest by making the Yale swimming team.



MAGNETIC LOADER is one of Gilbert's most popular toys. A magnet run by remote control draws up metal objects and deposits them on a car.

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SOME FUN, EH!—

SEE YOUR Mobilgas Dealer— Before this Happens!

Take it from me—after this I'm going to WINTERPROOF in time!... It's a lot cheaper than repairs!



Winterproof Your Entire Car—

For Complete Protection of Engine, Chassis, Gears, Cooling System!

1. First defense against Winter—new Mobiloil Arctic for fast starting, less battery strain. Its amazing cleaning properties make engine parts cleaner, smoother-running.

2. Then your Mobilgas dealer drains out used Summer Gear Oil—puts in clean, fresh Mobiloil Winter Gear Oil for easier, quicker shifting, protection against costly gear repairs.

3. Your Mobilgas dealer safeguards all chassis friction points with complete, scientific Mobilubrication. At the same time his inspection uncovers danger spots that might cause serious road troubles.

4. He protects cooling system 3 ways . . . cleans it thoroughly with Mobil Radiator Flush, guards against freeze-ups with Mobil Freezone, checks fan belt, hose connections.

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TOYLAND IS OPEN at your nearby Firestone Dealer Store or Firestone Store, with toys for children of all ages. Watch their faces light up when they see the treasures that their hearts desire!

And for grown-ups there are hundreds of practical, high-quality gifts for family and friends, at prices amazingly low.

Illustrated on these pages are just a few suggestions that may help you make your gift selections. But stocks of many items are limited, so don't delay. Save time and save money by doing your Christmas shopping the convenient, one-stop Firestone way . . . today!

FREE

WALT DISNEY COMIC BOOKS

While they last! Get one today, at your nearby Firestone Dealer Store or Firestone Store. No cost, no obligation.





FRUIT JUICER

REFRIGERATOR

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DOCTORS PROVE

2 out of 3 women can have

Lovelier Skin in 14 days!





"My mirror was an old meanie!" says Margaret Westbrook of College Point, L.I. "It was so brutally frank about my oily, dingy-looking complexion! I was beginning to think I'd have that dreadful dull look for keeps—when suddenly I was invited to try the 14-Day Palmolive Plan. And wait till you hear what happened!



"I felt like a guinea pig—but loved it! Altogether, 1285 women made the test. We were all ages, from 15 to 50. Some had dry skins; some oily; some just so-so. My group reported to a leading New York skin specialist. After a careful examination, he gave us the Palmolive Plan to use at home for 14 days.



"Here's all you do: Wash your face with Palmolive Soap. Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse! Do this 3 times a day for 14 days. This cleansing massage brings you Palmolive's full beautifying effect. After 14 days, my doctor agreed my complexion was less oily—fresher and brighter, too! See what the Palmolive Plan can do for you!"



DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!

DON'T WASTE SOAP
– It uses scarce materials!

You, too, may look for these Skin improvements in only 14 days!



Less oily—clearer

"My skin became less oily," Rosemary Lough of St. Louis, reports. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. The 14-Day Palmolive Plan brought actual definite gains to 89% of the women who had oily skin. See if it won't help *your* skin become less oily—clearer.



Less coarse-looking—smoother

"Skin less coarse-looking in just 14 days!" says Winifred Streepy of Philadelphia. The 36 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough for every woman who longs for a younger looking complexion to start the Palmolive Plan today!



Fewer tiny blemishes

Tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My skin improved a lot," says Nellie Tucker of Seattle. The doctors found finer looking, clearer skins in more than half the cases tested. See what Palmolive can do for you!



Fresher, brighter color

"Skin brighter, actually less sallow!" says Vesta Merkley of Hollywood, after testing the 14-Day Palmolive Plan. The 36 examining doctors report this same important improvement for 2 skins out of 3 among the 1285 women. See if this Plan won't bring *you* fresher skin—and in only 14 days!

P.S. **For Tub**  **For Shower**  **get the new, Big, Thrifty**  **Bath Size Palmolive!** 

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HELEN HAYES AS ADDIE BEMIS, A REPRESSED LITTLE LIBRARIAN WHO HAS JUST HAD HER FIRST GLASS OF CHAMPAGNE, MAKES A FEARLESS SWAN DIVE OFF A BAR

"HAPPY BIRTHDAY"

Helen Hayes in a new hit gets tight, sings, dances and dives off a bar

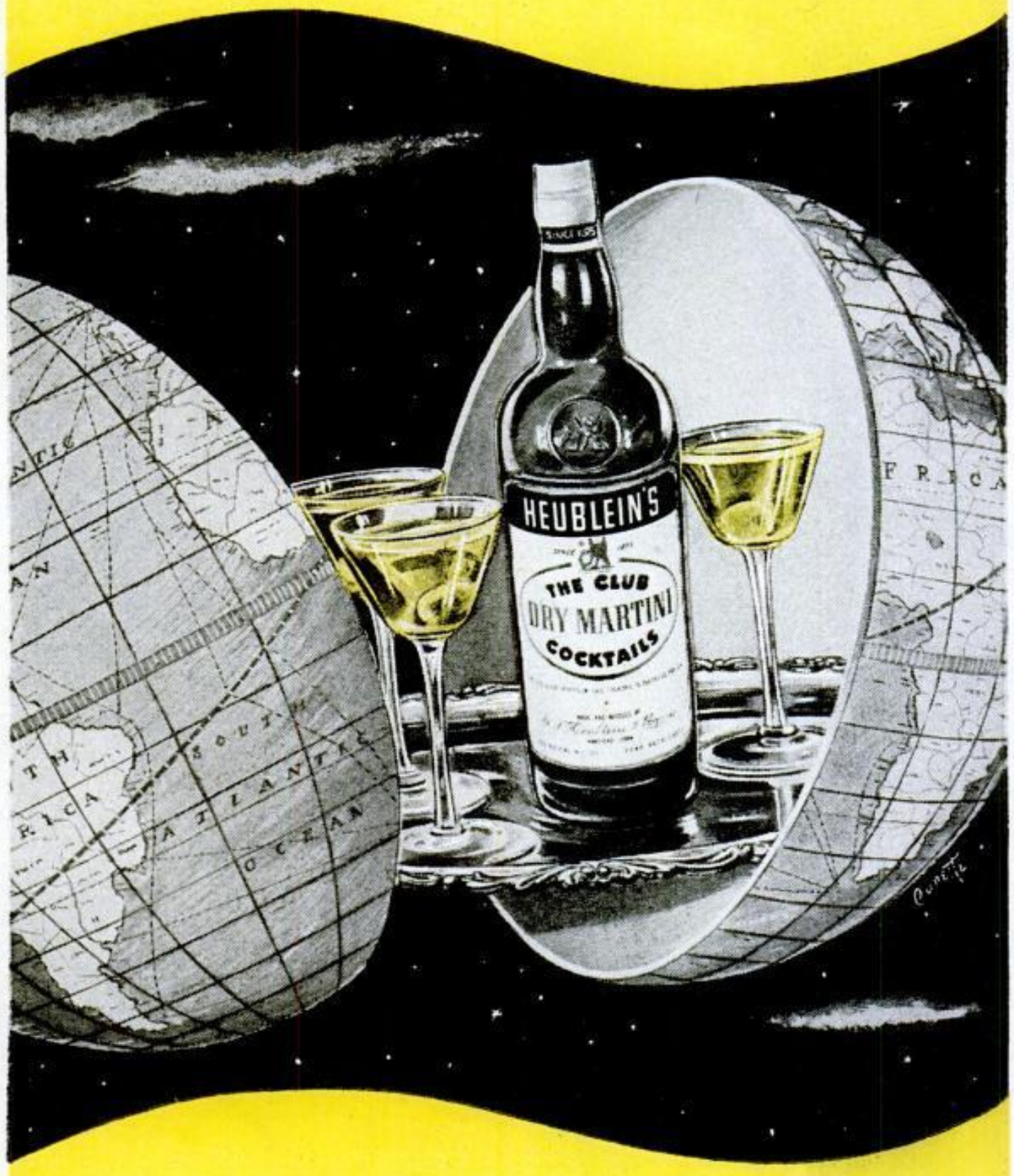
Happy Birthday was written for Helen Hayes by her friend, Anita Loos, who felt that Miss Hayes had played too many grand ladies like Queen Victoria and Harriet Beecher Stowe. "Helen, I'm going to get you out of hoop skirts!" Miss Loos promised two years ago. Two weeks ago on Broadway she did a lot more than that.

In her new show Helen Hayes plays a mousy librarian named Addie Bemis. Addie's adventures start in a New Jersey saloon where she pursues a bank clerk whom she secretly loves. After a drink or two Addie sees herself and her companions in a rosier light. She sings, dances, gets daintily pie-eyed and wins her bank clerk away from another woman. Though *Happy Birthday* is a featherweight play, what saves it is a superior production and a captivating performance by Miss Hayes, who acts as if she had never worn a hoop skirt in her life.

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Out of this world



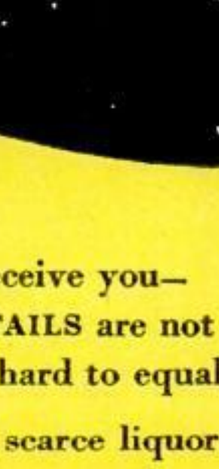
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HEUBLEIN'S CLUB COCKTAILS are not
hard to get—they're just hard to equal.

Our own private stock of scarce liquors
and generations of hard-won experience
go into their making.

They've stood the *taste* of time!

Just add ice and pour.

G. F. Heublein & Bro., Inc.,
Hartford, Conn.



HEUBLEIN'S
Club
COCKTAILS

AT YOUR LIQUOR STORE
Manhattan, *65 proof*
Dry Martini, *71 proof*
Old Fashioned, *80 proof*
Side Car, *60 proof*
Daiquiri, *70 proof*

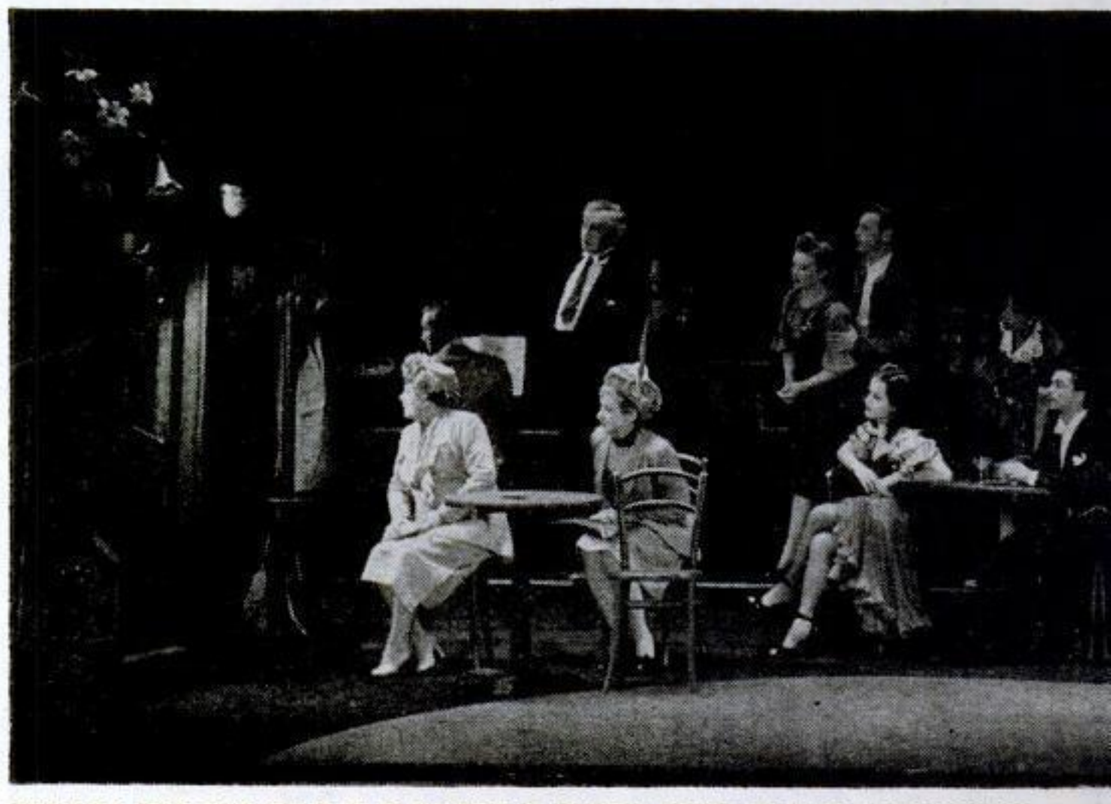
Pronounced HEW-BLINE'S



AFTER A FEW DRINKS ADDIE BEMIS (LEFT CENTER, DANCING) IMAGINES



AT HER TIGHTEST MOMENT ADDIE (STANDING ON BAR, FAR RIGHT) BUYS



TOWARD THE END OF THE PLAY ADDIE (SIXTH FROM RIGHT) HAS WON SO

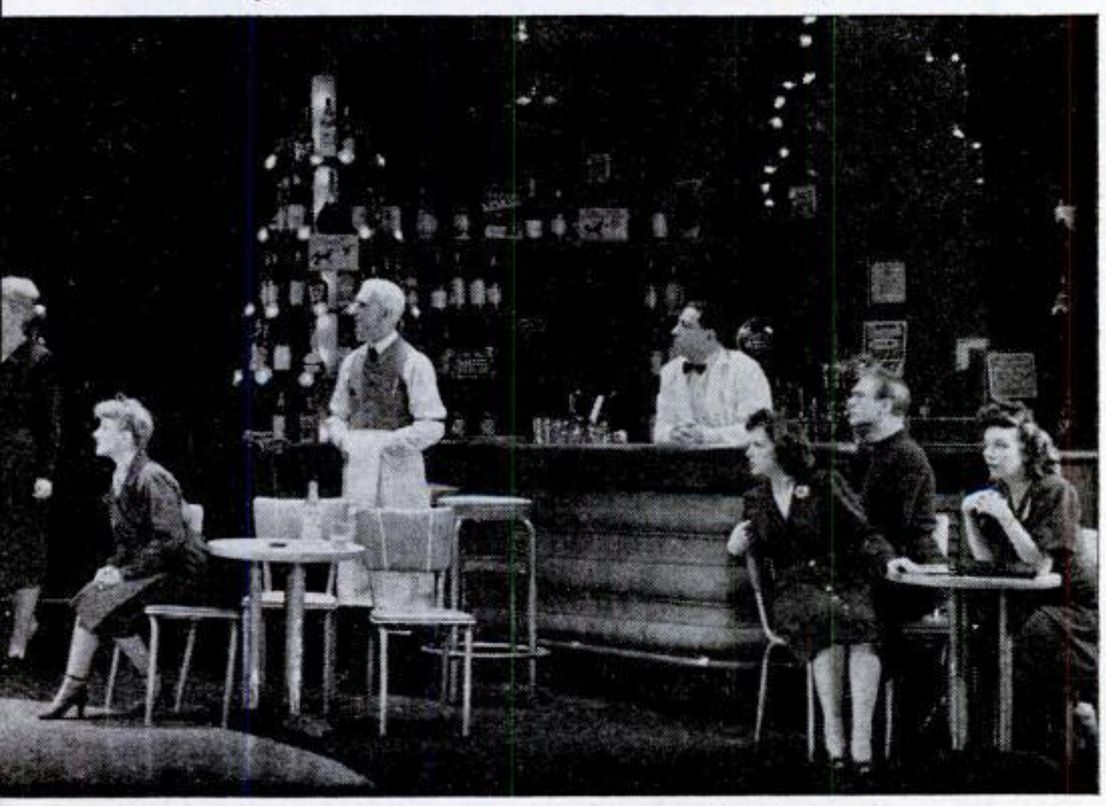
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THAT BARFLIES ARE SWAYING WITH HER IN A DAFFY, ALCOHOLIC DAZE



CHAMPAGNE FOR ALL HER WONDERFUL NEW FRIENDS, PROPOSES A TOAST



MANY FRIENDS THEY WAIT ALL AGOG FOR HER SWEETHEART TO RETURN

CONTINUED ON NEXT PAGE



If your car feels like *this*... it's time for

MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

Any lubricant will make your car ride easier for a few hundred miles, but *Marfak* is made to stay on the job for 1,000 miles and more — comfortable evidence that the vital bearings of your car are fully protected against wear, from one lube period to the next.

Ask your Texaco Dealer for a *Marfak* lubrication job, and note how much longer your car keeps that "cushiony feeling."

TEXACO DEALERS

SKY CHIEF GASOLINE

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HAVOLINE AND TEXACO MOTOR OILS

MARFAK LUBRICATION

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Tune in . . . TEXACO STAR THEATRE presents the new Eddie Bracken show every Sunday night. METROPOLITAN OPERA broadcasts every Saturday afternoon. See newspapers for time and stations.

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DEWITT "TEX" COULTER

...LAST YEAR'S GREAT ARMY TACKLE ...NOW WITH THE NEW YORK GIANTS



PLACED ON EVERY LEADING 1945 ALL-AMERICAN LINE-UP AFTER HIS FIRST FULL SEASON AS A REGULAR ...HE WAS RATED AS ONE OF THE BEST LINEMEN EVER IN COLLEGIATE FOOTBALL !!

HE LOOKS SHARP! ...AS HE ANTICIPATES ENEMY PLAYS AND STOPS THEM WITH UNCANNY PRECISION!

PHWEET

STOP

HE FEELS SHARP! ...DESPITE HIS 225 LBS, "TEX" IS AMAZINGLY ALERT AND FAST...

DON'T ANNOY OUR BALL CARRIERS, SONNY!

...HIS SPEED AND BULK MAKE HIM ONE OF THE BEST DOWN-FIELD BLOCKERS IN THE GAME!

look SHARP feel SHARP be SHARP use Gillette Blue Blades with the SHARPEST edges ever honed!

HE IS SHARP! "TEX" GETS THE SMOOTHEST, MOST REFRESHING SHAVES A FELLOW CAN HAVE — AND SAVES MONEY, TOO! YOU'VE GUESSED IT! HE USES GILLETTE BLUE BLADES WITH THE SHARPEST EDGES EVER HONED...GET HEP, MEN-- DOUBLE EDGES MEAN DOUBLE ECONOMY!



5 for 25¢

ENJOY BOXING FRIDAYS AT 10PM EST OVER ABC NETWORK. GILLETTE'S CAVALCADE OF SPORTS ALSO AIRS WORLD SERIES AND OTHER CLASSICS YEAR 'ROUND

● You *look* sharp for you enjoy the swellest shaves ever. You *feel* sharp because they're refreshing and give you a lift. You *are* sharp for you get far more shaves per blade and save money. Ask for Gillette Blue Blades.

Gillette Safety Razor Company, Boston 6, Mass.

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"Happy Birthday" CONTINUED



NEW FRIENDS for Addie (*standing*) are a tipsy judge and two motherly old harpies (Grace Valentine and Enid Markey), who encourage her romance.





EFFECT OF DRINK makes Addie forget that she is a drab little spinster (*left*) and imagine she is a glamour girl (*right*). Even the bottles sprout flowers.



ADDIE CONKS her drunken father (Robert Burton) with a bottle when he tries to beat up bank clerk (Louis Jean Heydt, *right*) whom she woos and wins.

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DARRYL F. ZANUCK
presents
JEANNE CRAIN
IN HER BIG STARRING MOMENT AS

MARGIE

with
GLENN LYNN ALAN
LANGAN·BARI·YOUNG

THE GIRL OF THE MOMENT...
IN THE WONDERFUL PICTURE OF
AMERICA'S HEY! HEY! Day!



Youth was "Flaming!"

Everybody danced the "Charleston!"

College boys sat on flagpoles . . .

and gulped goldfish!

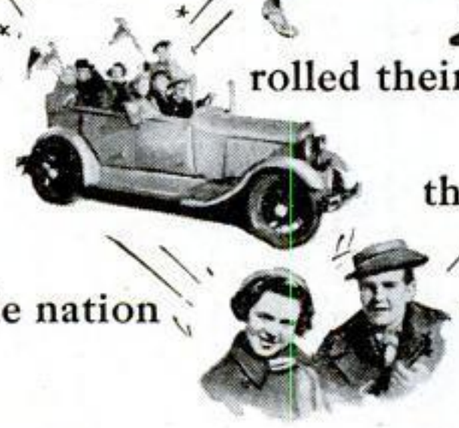


"Sheiks"

toted their "Shebas" in "Tin Lizzies!"

"Flappers" rolled their stockings . . .

and rouged their knees. . .



and the whole nation was singing:

"I'll See You In My Dreams"
"Button Up Your Overcoat"
"Ain't She Sweet"
"Three O'Clock In The Morning"
"April Showers"
and

IN TECHNICOLOR

20th CENTURY-FOX

BARBARA LAWRENCE · CONRAD JANIS · ESTHER DALE
HOBART CAVANAUGH · ANN TODD · HATTIE McDANIEL

Directed by HENRY KING
Produced by WALTER MOROSCO

Screen Play by F. Hugh Herbert · Based on Stories by Ruth McKenney and Richard Bransten

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SENSATIONAL NEW



Announcing ANOTHER GREAT SONOTONE *FIRST!*

WE BELIEVE that this is one of the most far-reaching and practical improvements that has ever been made in a hearing aid. Now you can have all-in-one convenience of wearing . . . PLUS adaptable power supply to fit your changing hearing needs! . . . PLUS battery economy control never before offered.

Up to now, the size of even the latest batteries has placed severe limitations on the all-in-one type of design. Many people needed more power all the time than the all-in-one hearing aid was able to offer. And for many others, there were times of the day, places and occupations that needed more power.

So while Sonotone engineers have been working on unit pack designs for nearly two years, we have steadfastly refused to offer one under existing battery size limitations until we were able to assure GOOD HEARING with ample reserve as well as convenience of wearing!

This new Sonotone gives you the DOUBLED COMFORT of an easy-to-wear, all-in-one instrument with the batteries inside the case and no battery cords to bother with . . . PLUS the all-important ability to ADD MORE POWER when your hearing requires it. It is a new HIGH IN PRACTICALITY of hearing that does NOT sacrifice the quality of hearing for mere novelty of design.

At the same time, this new DOUBLE-COMFORT Sonotone includes many notable advances in design. The new circuit and a new improved microphone increase the distance pickup. The Bi-Focal Control gives easier hearing in noisy places. Improved design insures quiet operation. The batteries are completely enclosed. Six tone settings and a series of greatly improved, stabilized magnetic receivers provide the greatest flexibility of adjustment to fit *more* people's hearing needs *well!* And wartime advances in both receivers and microphones have produced great intelligibility, naturalness and quality of hearing.

See this newest Sonotone at your nearest Sonotone office. Write, too, for information on this instrument and what it may mean to your hearing to have this DOUBLE COMFORT!

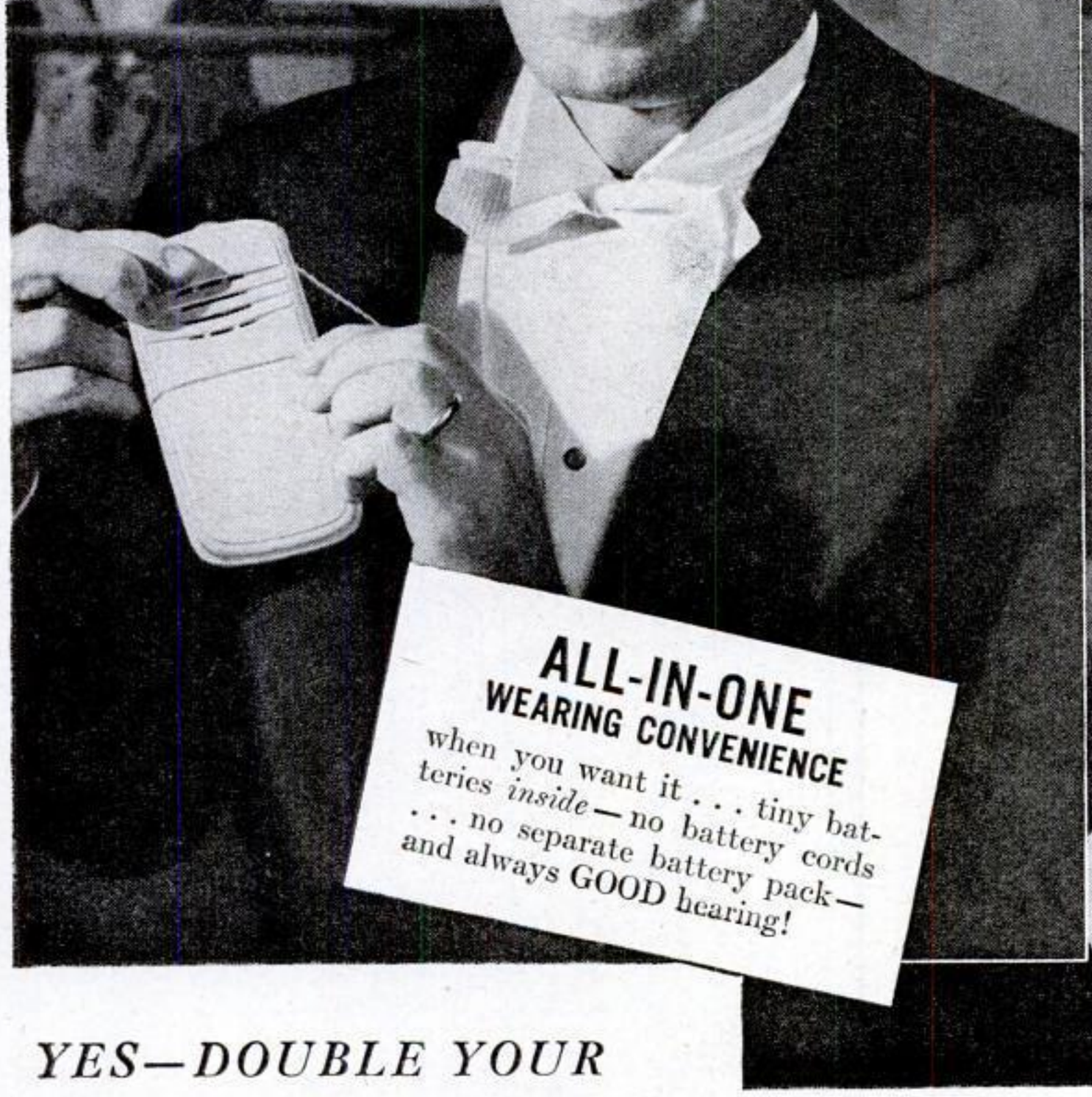
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SONOTONE

DOUBLES Hearing Comfort

ALL-IN-ONE EASE OF WEARING!

ALL-DAY-LONG EASE OF HEARING!



ALL-IN-ONE WEARING CONVENIENCE

when you want it . . . tiny batteries *inside*—no battery cords . . . no separate battery pack—and always GOOD hearing!



FULL HEARING POWER

when and where you need it! . . . long-lasting, *extra* power!—and UP TO ⅔ BATTERY SAVINGS AS COMPARED WITH MINIATURE BATTERIES!

YES—DOUBLE YOUR PLEASURE IN HEARING!

You can have—

1. THE *ALL-IN-ONE* SONOTONE

Light! Compact! Batteries inside—no battery cords! Unsurpassed in all-around performance.

—or in a matter of seconds, you can have—

2. THE "*PLUS-POWER*" SONOTONE

For everyone—full, all-day battery power, saving up to 60% in battery cost over miniature battery operation. Or higher voltage, for those who must have it to hear!

BOTH WAYS—THESE GREAT SONOTONE ADVANCES!

BI-FOCAL CONTROL—Many call it the most welcome improvement in modern hearing aids. It suppresses noise so you can relax—and *hear!*

WIDE RANGE OF FITTINGS—*Only* Sonotone has so many adjustments to fit *more* people *well!*

MORE DEPENDABILITY—Designed for *hearing* and *dependability,* not just for novel size.

SEPARATE "ON-OFF" SWITCH AND VOLUME CONTROL—No need to "dial" for right volume each time you turn on your Sonotone!

LARGER MICROPHONE—Gives greater intelligibility and distance pickup!

BATTERIES ENCLOSED IN PROTECTIVE COMPARTMENT.

AIR AND BONE CONDUCTION MAGNETIC RECEIVERS of outstanding stability.

WRITE *NOW*—TO THE *LEADER* IN BETTER HEARING!

Sonotone, Box 100, Elmsford, New York

Dear Sirs:

Please send me information on the New "Magic Key" Sonotone, and data on Sonotone's national personal service organization designed to give me better hearing.

Name.....

Address.....

City.....State.....

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THE PLAZA

A GENTEEL HOTEL IS A NEW YORK TRADITION

At the southeast corner of New York's Central Park there stands an indestructible and slightly incredible link with another age. It is the Hotel Plaza which, transcending mere success, has mellowed into a New York tradition. If the first guest to sign the register—it was Alfred Vanderbilt—returned to the Plaza now, almost 40 years later, he would have no difficulty in finding his way about. Andrew Guido, who was on duty on opening night, is still there, shining shoes. So was and is Barber Stanley Michaelowski, Resident Manager Harry Shaul and many others. Dowagers, bearing the same names and millions, as those of a generation ago, still sit in the lobby. The Plaza still serves its famous cream-of-chicken soup Sundays, and its famous Crabmeat Remick every day without fail, is still the ultimate destination of Fifth Avenue's Easter paraders.

In such things as plumbing and furniture the Plaza has moved with the times. But its comfort-loving tycoons and its dog-loving old ladies, its marbles, vases and ornate entrances still preserve, as in a time capsule, the spirit of a more elegant, a more leisurely era.

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VIEW NORTH from the Plaza Hotel takes in Central Park and glittering upper Fifth Avenue, lined with *soigné* apartments and town houses. This view makes the north side of the hotel the most desirable. Consequently it has the most expensive rooms and the best permanent suites. Victorias like those above have awaited customers on 59th Street near the Plaza since the hotel opened. Once the taxicabs of the elite, they are now hired chiefly for leisurely drives through the park, at $5 an hour.

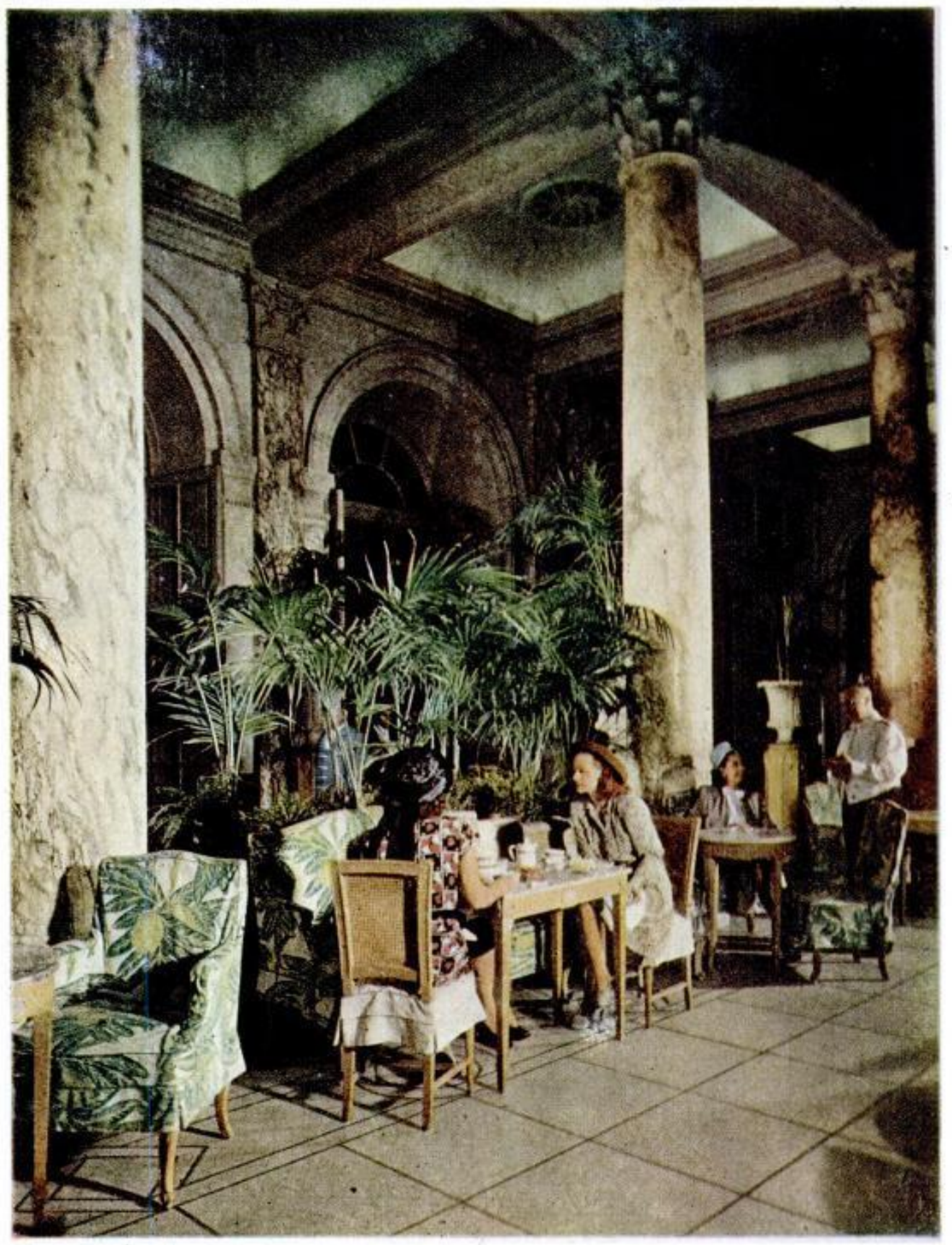
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PLAZA CONTINUED



FIFTH AVENUE LOBBY décor is 18th Century French. It is one of chic New York's favorite meeting places and is thronged at cocktail time. The Chinese vase (*foreground*) is mounted on an ormolu bronze base made in France for Plaza's opening.



TEA IN THE PALM COURT means Plaza *kuglopf*, brioche, *pain bis*, Darjeeling tea and a string ensemble's soothing music. It is especially favored by matrons weary of shopping. The marble columns were brought from Italy by Plaza-chartered ship.



OAK ROOM BAR stands where a Wall Street broker once had an office. The bar is still reserved for men only until the Stock Exchange closes at 3 p.m. These customers are sipping old-fashioneds and rye highballs, the bar's most popular drinks, under one of the room's three Everett Shinn murals, which portray the Plaza around 1910. This mural shows (*from left*) the Cornelius Vanderbilt and Charles Alexander mansions, where Bergdorf Goodman now stands, and the Plaza's Fifth Avenue side.

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BUFFET LUNCH is served daily in the Persian Room during the summer months. Here Valdo Fattori, whose skill at affixing wax flowers to roasts and aspics has made him one of the world's best food *décorateurs*, arranges a ham, chicken and veal pie. Buffet consists of (*clockwise, from the pie Fattori is arranging*) roast turkey, roast duckling, galantine of capon, salmon, ham, roast chicken, roast turkey, beet salad, crab ravigote, chicken salad and lobster. Price per lunch runs from $1.60 to $2.50.

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VERTES SUITE (*above*), decorated by Lady Mendl, combines French 18th, 19th Centuries and General Grant periods. Clock at the right cost $1,500, rug (*lower left*) $900. In all, the three-room suite cost $18,000 to decorate, is rented at $41 a day.

OLD PLAZA MAGNIFICENCE is typified by the bronze *torchère* (*opposite page*), which guard the Fifth Avenue entrance, and by the suite (*below*) which Photographer Cecil Beaton decorated for himself with various pieces he found about the hotel.

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RICH FOLK LIVE THERE IN STYLE



PLAZA TORCHERE

It is possible to get a room for only $6 at the Plaza. But few guests do. There are only 45 $6 rooms. Over the years about 40% of the hotel's custom has consisted of permanent or semipermanent residents—prominent people from other cities, for example, who live there during the New York social season. Consequently a large proportion of the hotel's 19 floors and 1,056 rooms is devoted to suites and apartments renting for $10,000 to $30,000 a year.

When the Plaza first opened, these prices were regarded in some quarters as a capitalist outrage. Editorials screeched that guests paid more for a day's lodging at the Plaza than an office clerk made in a week. Headlines reported the vast sums "squandered" on furniture. But one Southern paper soothingly pointed out that "Though these rates seem enormous to the majority of people, the price paid in reality is not in excess of what it would cost to maintain a Fifth Avenue home."

Actually the Plaza has never been content to appeal to the merely wealthy nor the merely famous. "Diamond Jim" Brady gorged himself there. "Betchamillion" Gates paid $42,000 a year for a suite on the third floor and the privilege of caning the elevator door when he found no elevator awaiting him. But these were not typical, conservative Plaza guests.

To hold the loyalty of its discriminating clientele, the Plaza has had to steer a careful course. When the Hilton Corporation took it over in 1943 and decided to spend $3,500,000 in refurbishing it, a major problem was making improvements without disturbing the hotel's traditional appearance. They thought a long time before bleaching the Oak Bar's black paneling to brown. But it was accomplished so unobtrusively not a guest complained.



CHESTER DALE, utilities financier and possessor of what is usually regarded as the finest collection of modern French paintings in the world, has lived at the Plaza five years. In the library of his $11,000-a-year suite hang pictures by Jean-Lurçat.



CLARA BELL WALSH, descendant of a wealthy old Kentucky family, has lived at the Plaza since 1908. Years ago the presence at the hotel of many wealthy widows like Mrs. Walsh gave rise to the popular expression, "the 39 widows of the Plaza."



MRS. HOWARD GOULD, daughter-in-law of the late Jay Gould, amasser of a 19th Century railroad fortune, was Grete Mosheim, a German actress before marriage. She and her husband live very quietly in a four-room, $14,000-a-year Plaza suite.

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MISS MARY BLACK LAVISHES AFFECTION ON THREE CHIHUAHUAS OF HER EMPLOYER, MRS. MARTIN MONTIS OF PARIS, A PLAZA GUEST

DOGS LEAD NICE LIVES

Unlike many another U.S. hotel, the Plaza has accepted dogs from the very start. As a result there usually are about 35 dogs living at the Plaza, most of them small, many of them imported and virtually every one of them well pedigreed. Like their owners, Plaza dogs tend to be exceptionally well dressed and well fed. They find life at the hotel unhurried and pleasant, especially since bellboys are always available to take them for walks in nearby Central Park. Similarly the hotel finds the dogs easy to get along with once they learn, as they all must, that the Palm Court was not put in the Plaza for their use.

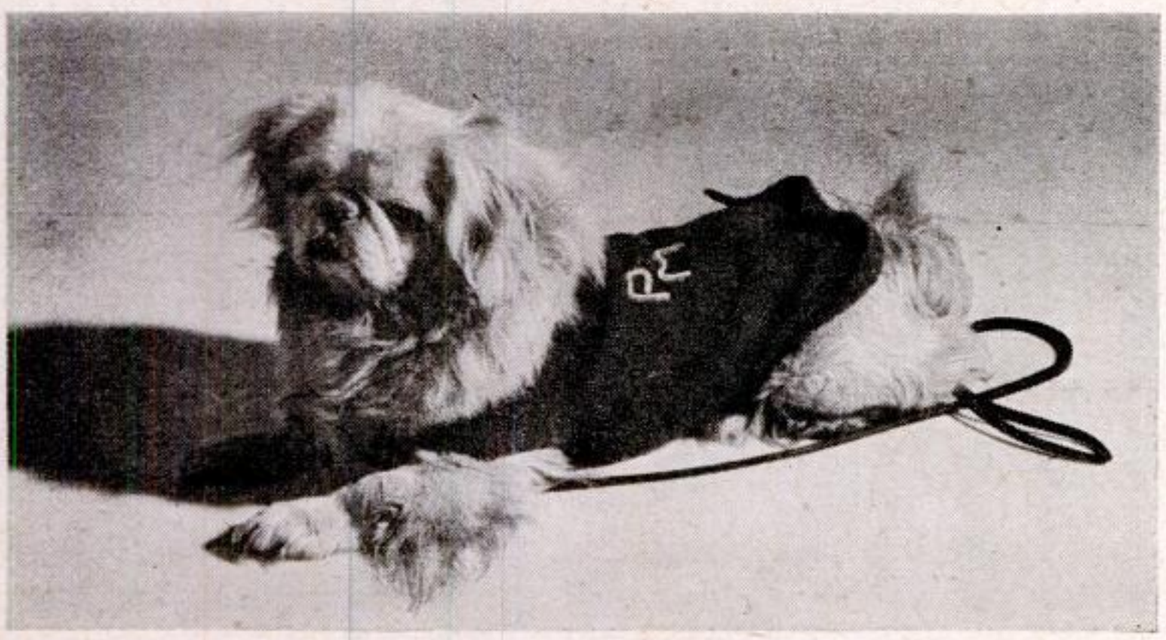
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TIMOTHY is the English springer spaniel of Columnist E. V. Durling, who lives at the Plaza when in New York. By coincidence Timothy's kennel name is Clipfort Columnist.



ROXY is a black French poodle born in Switzerland, owned by Mr. and Mrs. H. J. Levee, whose maid takes him for a daily walk in the park. Roxy's sire was a famous champion.



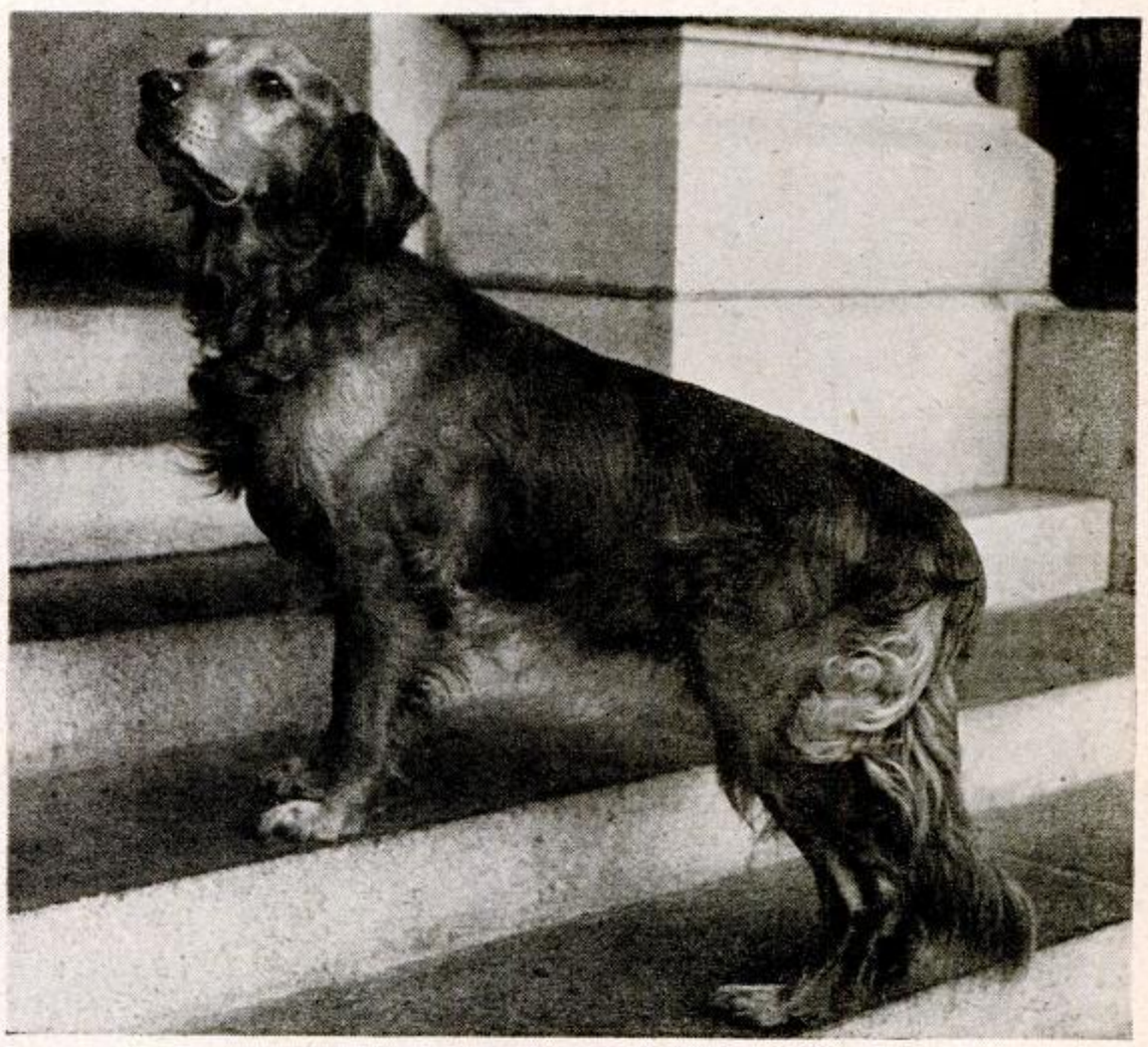
PELLEAS, a chic Pekingese that is owned by Maurice Maeterlinck, famed Belgian dramatist and author, rests on Plaza's marble steps in a monogrammed coat after his walk.



SANDY is a 12-year-old, English-born sealyham also owned by the Levees. Since the sidewalks hurt Sandy's feet, his owners provide him with white cotton socks for walks.



BONZU, wire-haired terrier owned by Mrs. Robert Bacon, is the Plaza's oldest canine inhabitant. Thirteen, he recently became deaf and blind, now strolls guided by leash.



WIMBY, a golden retriever, is owned by Dr. B. Shalett, a transient Plaza guest. Handsome Wimby comes from Wimbledon, England, is one of the few big dogs at the hotel.

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THE DE MARCOS ENTERTAIN IN THE PERSIAN ROOM, WHOSE NAME DERIVES FROM "ARABIAN NIGHTS" MURALS BY LILLIAN PALMEDO

NIGHT LIFE IS GAY AND ELEGANT

The Plaza, which gave the world a new standard of hotel luxury and sophistication in 1907, in 1912 gave it something else. This was *thé dansant*, (tea dancing), introduced to the U.S. in what was the Plaza grill. The Plaza also introduced ballroom dancing teams as supper entertainers to New York. This tradition continues today in the Persian Room, which is the closest the Plaza comes to striving after lesser hostels' self-created "big name" glamour. Eddy Duchin, Emil Coleman and the de Marcos appear there periodically; the Persian Room's especial bright star is Songstress Hildegarde. Dinner and an evening there will cost a gentleman and his lady about $35. Departing, they may leave by the pillared Fifth Avenue entrance, where a doorman will, if they wish, hand them into one of New York's few remaining victorias which, full of dignity and years, wait appropriately just outside the Plaza.

A BRONZE TORCHERE AND AN OLD VICTORIA ▶
STAND VIGIL AT THE FIFTH AVENUE ENTRANCE

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PART OF THE AMERICAN SCENE

Times Square



"The Crossroads," by Alfred Mira, whose paintings have been exhibited at the Carnegie Institute, the Corcoran Gallery of Art, the Metropolitan Museum, and other famous galleries and museums.

and it's Maxwell House wherever you go

TIMES SQUARE—and the Great White Way! . . . A giant magnet that draws millions . . . traditional home of the American theater . . . heart of a great city. More than just a part of Manhattan—it is a unique, world-famous part of the American Scene.

Like this great city square, Maxwell House Coffee, too, is part of the American scene. Here, in this nation of coffee lovers, it has won millions of friends. Today its appetizing richness and delicious *extra* flavor are enjoyed by *more* people than any other brand of coffee in America!

To achieve the Maxwell House blend, many choice Latin-American coffees are selected by experts, and blended for *mellowness . . . vigor . . . richness . . . full body.* Then "Radiant Roasting" develops the *full* flavor goodness. That's why—all over this land of ours—it's Maxwell House wherever you go!

•

Tune in . . . Maxwell House Coffee Time . . . starring George Burns and Gracie Allen, NBC, Thursday night.



A Product of General Foods

Good to the last drop! ***No wonder it's bought and enjoyed by more people than any other brand of coffee in America!***



LARRY DARRELL AND ISABEL BRADLEY (TYRONE POWER AND GENE TIERNEY) TALK OF LOVE IN A PARIS NIGHTCLUB BEFORE HE DESERTS HER TO SEEK A FAITH

MOVIE OF THE WEEK:

The Razor's Edge

Maugham book makes superb film

Earlier this year, in a photographic essay on movie technique, LIFE (Aug. 12) described the painstaking process involved in making a single four-minute scene of *The Razor's Edge*. Now the film version of W. Somerset Maugham's novel has been finished and 20th Century-Fox's painstaking processes have succeeded in producing one of the very best movies made in years.

The main roles in *The Razor's Edge* are difficult ones to do realistically—a young man who forsakes worldly life in the search for a religious faith, and a beautiful girl who loves him in vain. Playing them, Tyrone Power and Gene Tierney, who have reached success more on good looks than on ability, have put themselves in the company of the movies' most accomplished actors.

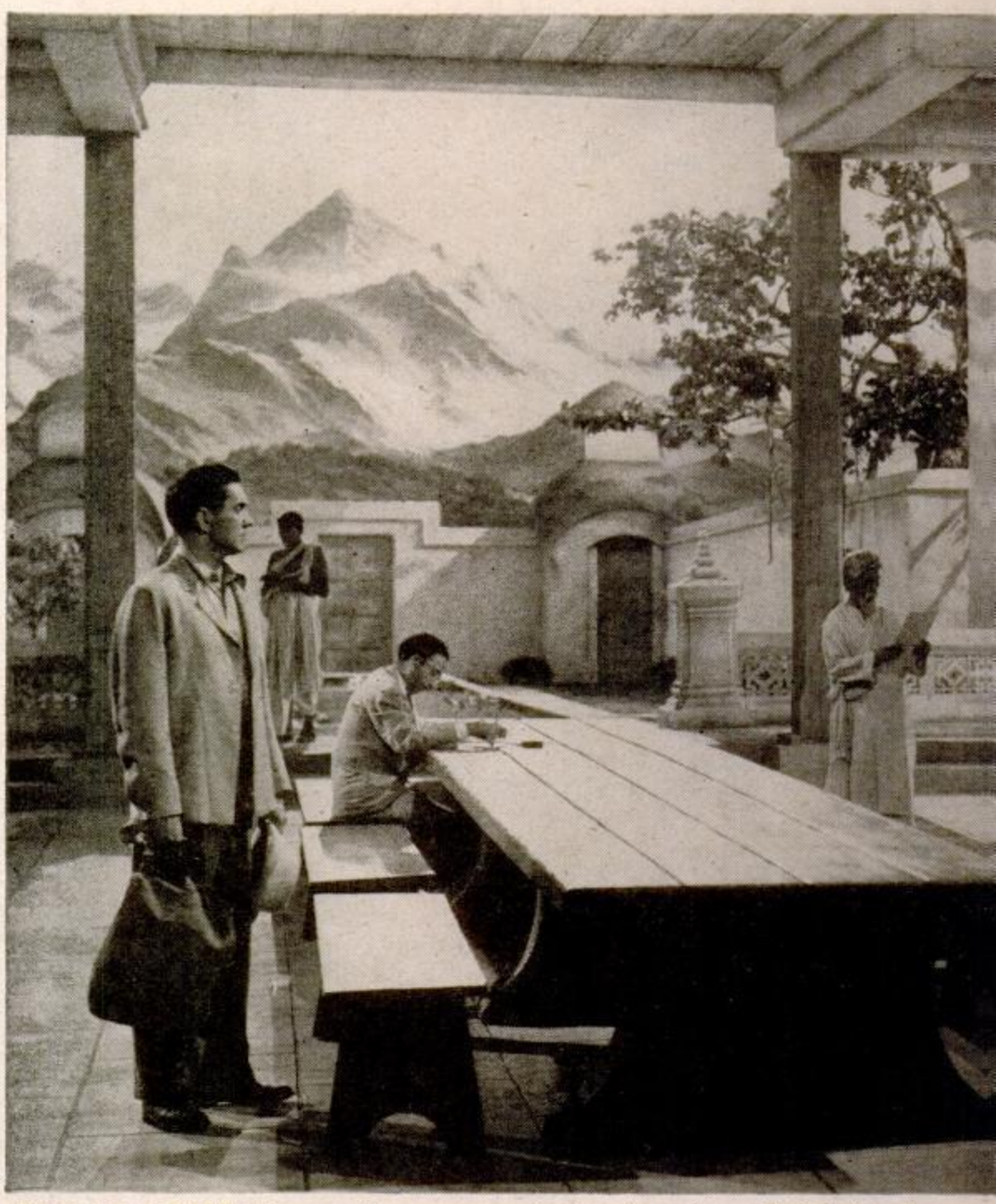
The movie, instead of confining itself in usual Hollywood manner to a simple problem of good and evil or of getting the girl, shows an absorbing interplay of character among natural, human adults. Because of this it is as exciting as any Hitchcock thriller but deeper and more rewarding. Good art, *The Razor's Edge* is also good entertainment and should make a good deal of money.

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ISABEL ARRIVES in Paris to visit her uncle (Clifton Webb, *foreground*) and meets her childhood friend, Larry Darrell. She loves Larry but marries the richer Gray Maturin.



SEEKING A FAITH, because life seems meaningless, Larry leaves Isabel after she has made love to him (*below, left*). Fleeing Paris and the Riviera, he becomes a coal

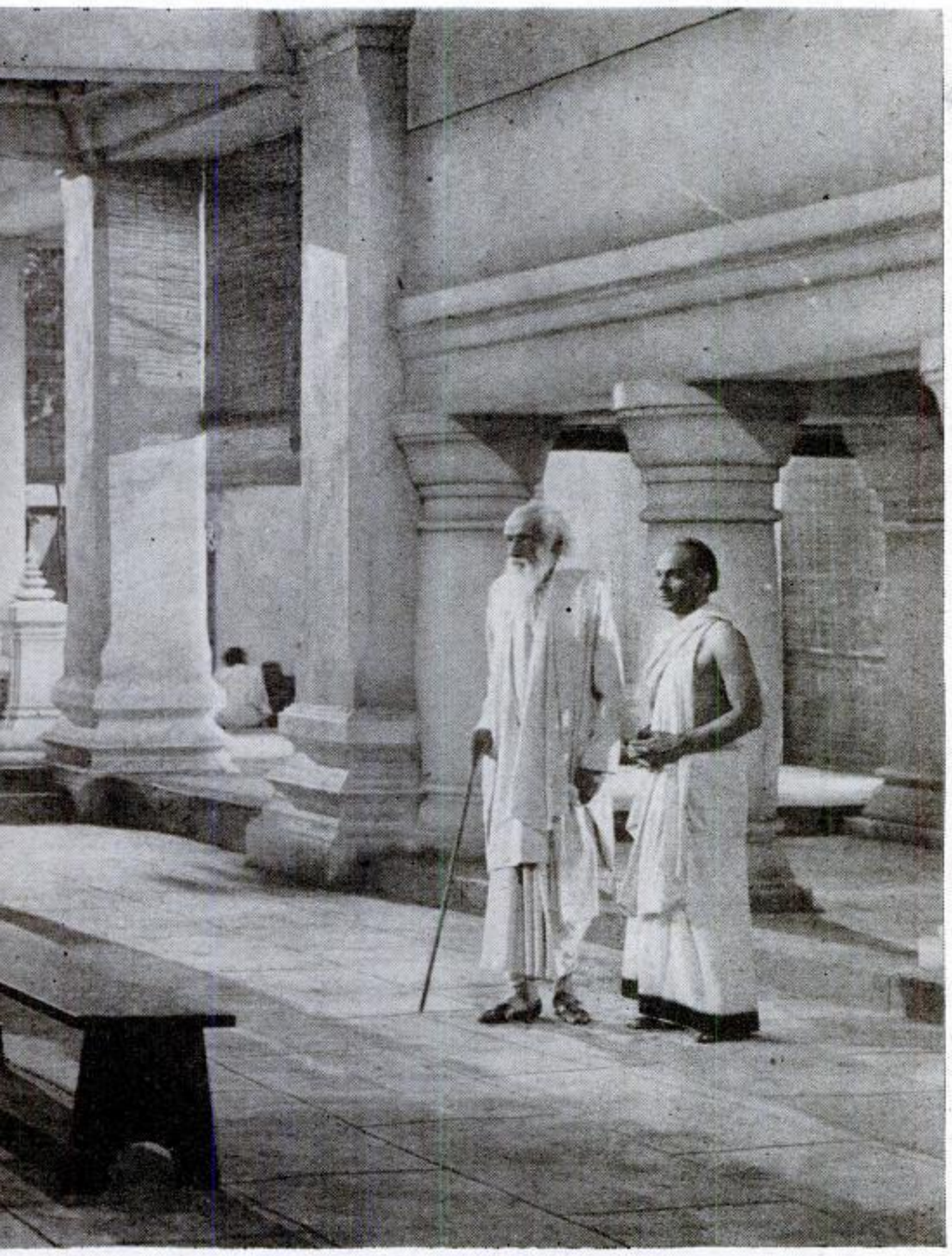


IN A BRIEF LOVE AFFAIR Isabel almost seduces Larry. Troubled, Larry renounces her. This is the climax of the scene covered in LIFE's photographic essay (Aug. 12).



LARRY FINDS SOPHIE (Anne Baxter), an old friend who has become a harlot and drug addict in Paris. He rescues her but she runs away, ultimately is murdered.

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miner and later goes to India (*above*). There he meets an East Indian holy man who helps Larry to reconcile himself to the world and be serene and happy.



LARRY HELPS Gray (John Payne) back to health, then disappears. Author Maugham, a character in story, is played by Herbert Marshall (*standing*).

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"-and then the President called on me!"

THEY HAPPENED to sit next to each other on a cross-country bus... the perky little grandmother from Kansas City, and Mrs. Frank L. Pierson of Falls City, Nebraska.

They talked, and one subject led to another. Soon the little old lady was telling how she spoke up at her daughter's literary club. But *not* about books!

Her speech was...well, we'll quote the story as Mrs. Pierson wrote it to us.

This is Grandma speaking:

"My daughter's friends had been giving their pet hints on sheets, and how to make them last longer. Finally, the President turned to me, and asked if I had any suggestions."

The lady certainly had. And mighty good sense she made, too.

"You've all skipped the main point. If you don't have quality to begin with, sheets won't last, no matter how you pamper them. Personally, I buy Pequots, because I've found through the years that they are sturdy and wear-resisting, and give wonderful service!"

This little lecture made a big hit with the Ladies' Literary Society. And judging from the bigger-than-ever demand for Pequot Sheets these days, we guess all the gals have followed Grandma's advice.

We hope you will, too, when you need sheets. We're doing our best to keep stores supplied. But if your store should be short, remember it's because Pequots are *America's most popular sheets.*

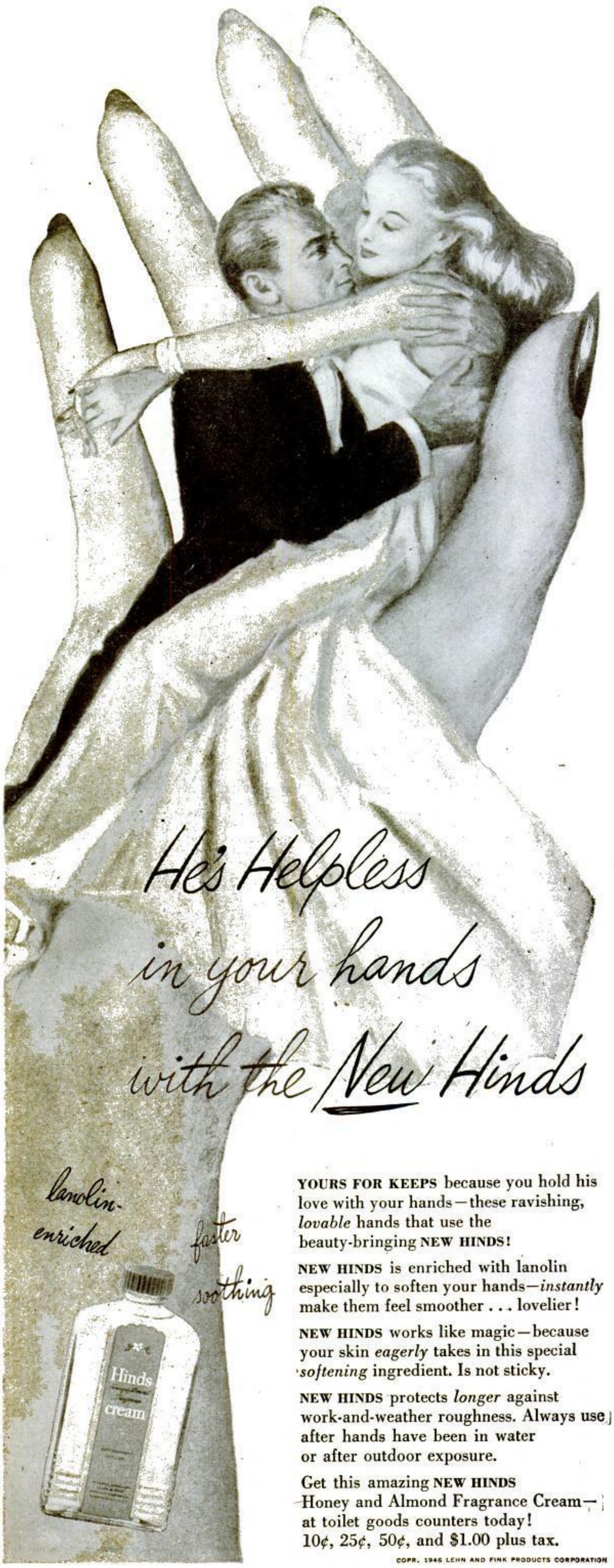
Pequot Mills, Salem, Massachusetts.

PEQUOT SHEETS

so good-looking — so long-wearing

Pronounced "PEE-KWAT"

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YOURS FOR KEEPS because you hold his love with your hands—these ravishing, *lovable* hands that use the beauty-bringing NEW HINDS!

NEW HINDS is enriched with lanolin especially to soften your hands—*instantly* make them feel smoother . . . lovelier!

NEW HINDS works like magic—because your skin *eagerly* takes in this special *softening* ingredient. Is not sticky.

NEW HINDS protects *longer* against work-and-weather roughness. Always use after hands have been in water or after outdoor exposure.

Get this amazing NEW HINDS Honey and Almond Fragrance Cream—at toilet goods counters today! 10¢, 25¢, 50¢, and $1.00 plus tax.

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STARS POSE FOR PUBLICITY PICTURE COPIED FROM FILM CLIPS AT REAR

PUBLICITY CAMPAIGN IS ENORMOUS

The Razor's Edge cost $4,000,000 to make, and 20th Century-Fox is protecting its investment by freely spending huge sums on publicity. Silver brooches are being handed out lavishly to representatives of the press and Broadway's biggest electric sign is being constructed for the world premiere. But the movie's biggest publicity break came almost by accident. Gene Tierney and her husband, Dress Designer Oleg Cassini, separated. Then Tyrone Power and Actress Annabella separated. Just in time for the premiere of *The Razor's Edge*, a rumor started that Tyrone and Gene, while playing Larry and Isabel, had fallen madly in love.



INTERVIEW with Gene Tierney by Columnist Hedda Hopper is held in the studio cafe while movie's producer, Darryl Zanuck, looks down from mural.

The Aristocrat of Bonds



The praise accorded Kentucky Tavern by men everywhere is the pride of a family team that has been in the same distillery line-up for three generations. America knows this whiskey as the great Bourbon of Old Kentucky, the true Aristocrat of Bonds.

Glenmore Distilleries Company
Louisville, Kentucky

IT'S ALWAYS HOMECOMING WITH KENTUCKY TAVERN

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"How did YOU get in the act!"

MAGICIAN: What's the big idea, my winged beauty, of barging in on my magic decanter number? I, Marvo the Man of Mystery, will turn you into a rabbit!

PSYCHE: Step aside, Marvo. I, Psyche—the symbol of White Rock sparkling water—will show you some *real* magic with drinks!





MAGICIAN: Poof! I've spent years mastering the secret of pouring any drink you can name from this one magic decanter! . . .

PSYCHE: That's nothing! Watch me pour this magic bottle of White Rock into any drink *you* can name—and make it a better tasting drink! What's more, White Rock's sparkling alkaline effect helps you *feel* better tomorrow!

MAGICIAN: This I've got to sample—myself!



MAGICIAN (next morning): You're a great magician, Psyche. The drinks were sheer sorcery—and I feel miraculous! What'll you take to join the act?

PSYCHE: Sorry, Marvo, you can sign up White Rock sparkling water for only a few cents more than ordinary mixers—but I'm booked fifty-two weeks solid on the White Rock label!

Psyche—The Trademark of America's Finest Mixer



White Rock

SPARKLING WATER

keeps you sparkling, too!

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NEW YORK ART TEACHER JOHN HOVANNES MADE THIS LAMP DESIGN OF MUSIC AND BALLET. PRICE: $175

SCULPTURED LAMPS

Top American artists produce decorative designs for household objects

The artistic lamps shown on these pages, which were designed by five top U.S. sculptors, may be the beginning of a new art trend that will brighten the way for many struggling artists. They will bring fine art into the homes of everyday people in much the same way the ancient Greeks and Egyptians did when they fashioned works of art in the form of useful household objects. They may also encourage financially many an artist who has discovered sculpture by itself is hard to sell.

The new idea was originated by Silas Snider, a New York businessman. Last year he tried to buy lamps for his home, found none he liked, and thereupon commissioned five artists to submit designs. Mr. Snider liked all five designs, had them made into bronze lamps, formed a company to sell them in department stores. He limits each model to 1,000 copies which he guarantees to last for 5,000 years.



BALLET DANCERS are on other side of Hovannes' lamp shown at left. Shade blends with the bronze base.



DANCING FIGURE was sculptured by Minna Harkavy on a $182 lamp finished in warm, rose-gold color.



WOMAN WITH SCARF modeled by Minna Harkavy decorates the opposite side of lamp shown above.

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Password to Comfort

Healthknit
MacDEES

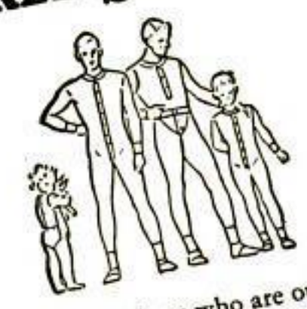
...THE KNIT-TO-FIT WINTER WONDER-WEAR!

1. *You're comfortable from the waist up* because the exclusive Kut-Ups feature *keeps* the shirt tucked in. It *can't* bunch!

2. *You're comfortable from the waist down* because the *Cantilever* action *built into* the bottoms gives you firm yet gentle support. No bind, no chafe, no buttons! And MacDee's *full* elastic waistband means a snug, perfect fit.

MacDees' fine, close-knit combed yarns wear and wear, too... laugh at launderings. Ask for MacDees—the Healthknit *wonderwear*—now at your favorite store.

FOR EXTRA WEIGHT AND WARMTH
Healthknit
THREE SEASONS



For men and boys who are outdoors more—Healthknit Three Seasons offer extra warmth. Choice of Union Suits or Shirts and Drawers.

STANDARD KNITTING MILLS, INC.
Knoxville 3, Tenn.
New York Chicago San Francisco



MOTHER AND CHILD were modeled on lamp base by Concetta Scaravaglione, who has won many prizes, teaches sculpture at Sarah Lawrence College.



FATHER AND CHILD are on the opposite side of the lamp shown above. Price: $182. Like the other artists, Scaravaglione gets a royalty on each sale.

CONTINUED ON PAGE 106



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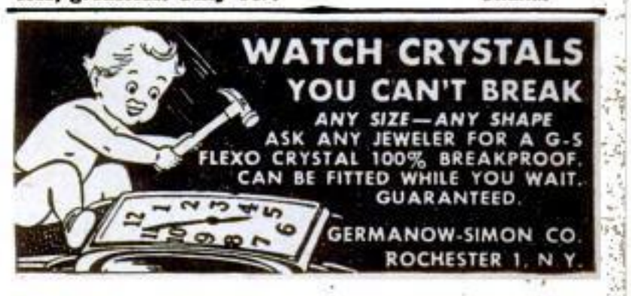
ALMOST INCREDIBLE NEW
scientifically compounded treatment for
SKIN ERUPTIONS



TING works while it helps hide them!

You simply apply TING to pimples, let it dry—and whisk off excess powder. TING is both fungicidal and germicidal—often works wonders for externally caused pimples. Even if other products have failed, ask your druggist for new TING antiseptic medicated cream. Stainless, greasless. Only 50¢.

Ting
ANTISEPTIC MEDICATED CREAM



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"We have worlds of entertainment with this compact consolette!"



SPACE-SAVER CONSOLETTE—*This smart Consolette radio-phonograph provides full-scale performance and holds 100 records in albums. Beautiful Walnut or Mahogany veneers.*

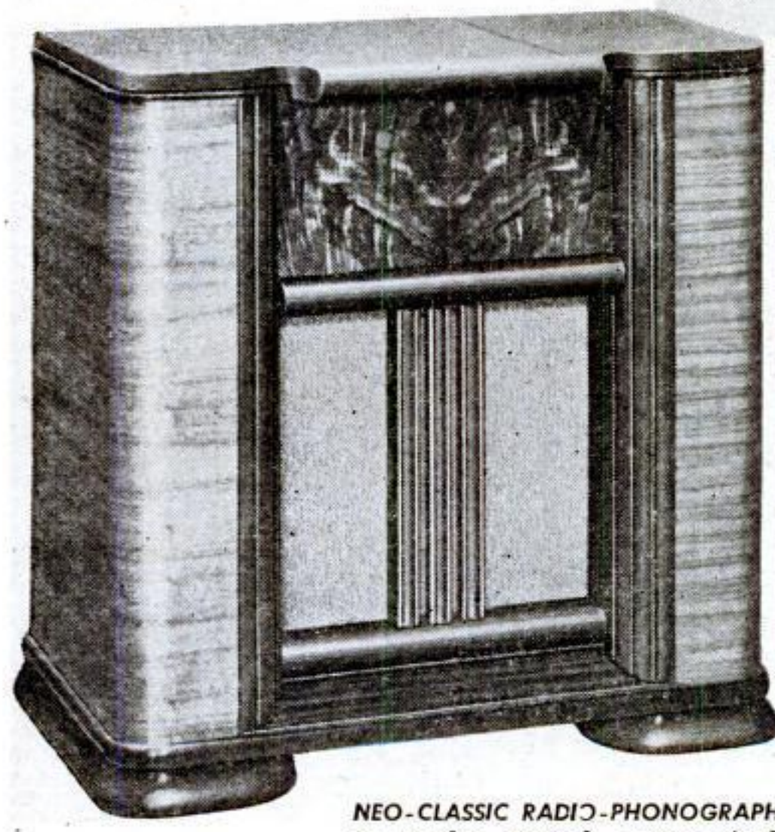
The Bendix Consolette
Real Console Tone and Performance
in a Space-Saving Design

Here is the perfect solution to an ever-present problem in homes that are small, but smart. Now you can enjoy the beauty of decorator styling, the thrill of big-set radio and phonograph performance, and the convenience of ample record storage room *without sacrificing precious floor space.* This complete music room in miniature is only one of many special designs for special needs in an extensive line of Bendix Radios *made to order for modern living.* Each one—from small table models to big, luxurious FM consoles—is a matchless combination of superb craftsmanship, advanced science and aviation quality —*new as tomorrow,* inside and out. Better dealers everywhere display these splendid instruments—in both tone and styling *beautiful beyond belief.*

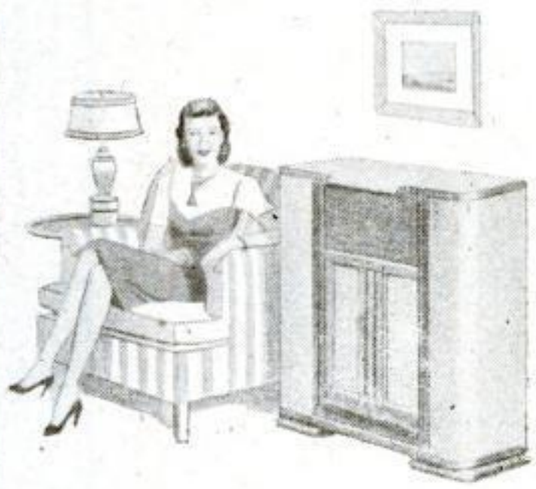
Bendix

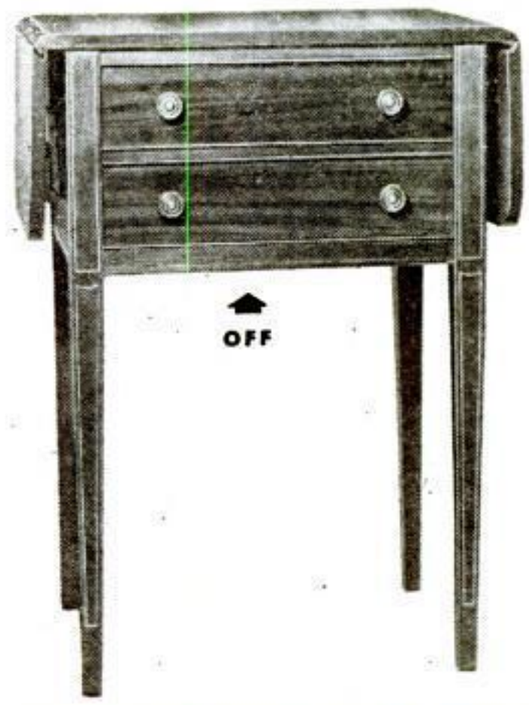
THE REAL VOICE OF

Radio



NEO-CLASSIC RADIO-PHONOGRAPH—*Plays up to twelve records automatically, receives regular broadcasts and short wave. Rich bass tone. Beautifully grained walnut finish.*







THE INVISIBLE RADIO *with the Phantom Dial. Merely turn a knob—instantly the dial glows through the mahogany grained panel as if by magic. OFF—it's a beautiful Sheraton inlaid mahogany end-table.*

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BENDIX RADIO

BENDIX RADIO DIVISION
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BALTIMORE 4, MARYLAND

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REMINGTON
electric shaving is faster, closer with new preparation

• Now you can get quicker, longer-lasting shaves from your Remington Electric Shaver—with sensational new Lectric Shave. Just dash a few drops on your face *before* shaving.



FASTER SHAVES! Evaporates perspiration-lubricates

Lectric Shave evaporates sticky, shaver-clogging perspiration—cuts down "shaver drag."

CLOSER SHAVES! Conditions beard—softens wiry whiskers



Lectric Shave takes the "fight" out of tough whiskers, helps you get a longer-lasting shave.

Free Sample—Use Lectric Shave with any make of shaver. On sale at dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-10, Glastonbury, Conn., for generous trial bottle. (*Offer good in U.S.A. only.*)



Lectric Shave

Makes electric shaving easier



AESOP'S FABLES, reminiscent of Persian designs, were done by Thomas Lo Medico on $245 lamp. Owners can detach the lamp, keep sculptured base.



SUPPLIANT FIGURE is one of sculptures on lamp base by Hugo Robus, whose works are owned by Metropolitan and Whitney Museums. Price: $245.





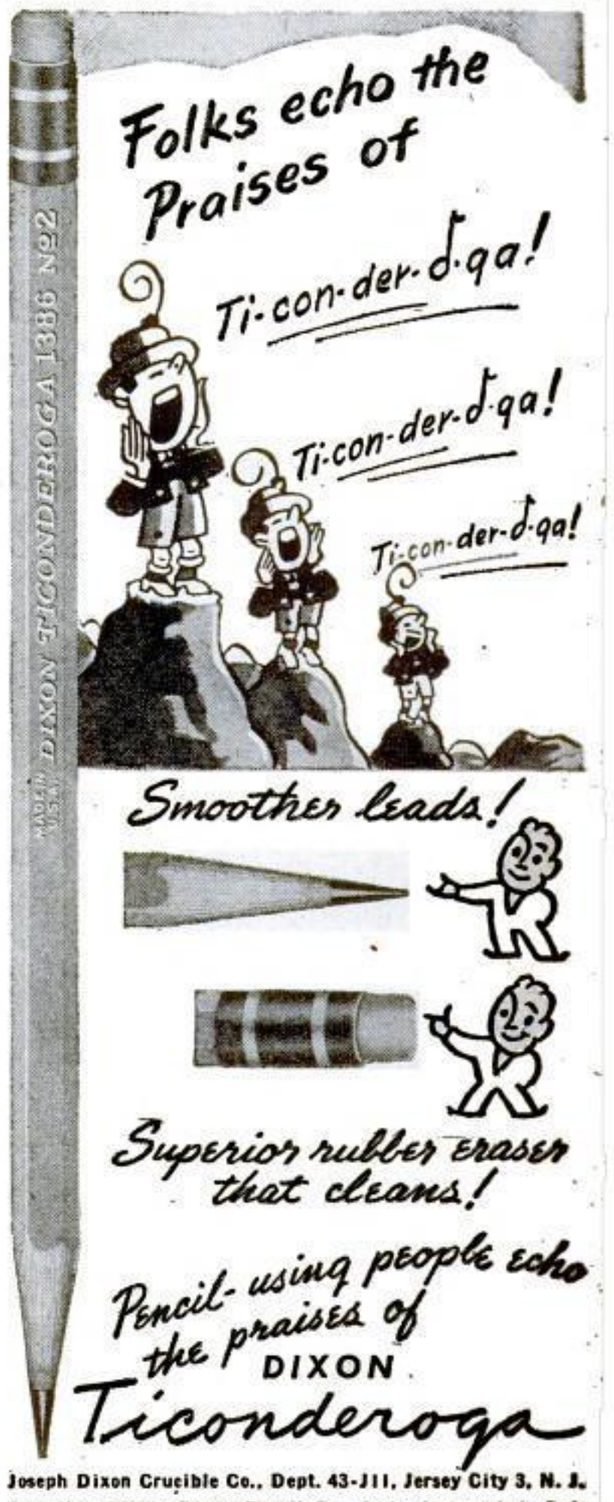
"WUNDERHOSE really *is* the family stocking . . . heavenly not only for *me*, but for my teen-age daughter, and even for my littlest one, who adores those Wunderhose bobby socks!"

"You see, when I go stocking shopping, I just say 'Wunderhose' to the salesgirl in my favorite shop. That means hosiery for me in full-fashioned, tailored-seam or no-seam styles. It means stockings designed for the teen-ager's slim leg. And it means anklets in pretty autumn shades for all of us! See what I mean by the 'family stocking'?"



Wunderhose

SAME STYLES IN
EVERWEAR and ARROWHEAD
RICHMOND HOSIERY MILLS, ROSSVILLE, GA.



Joseph Dixon Crucible Co., Dept. 43-J11, Jersey City 3, N. J.
Canadian Plant: Dixon Pencil Co., Ltd., Newmarket, Ont.

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"so easy to take..."

CORONET...

the lighter highball

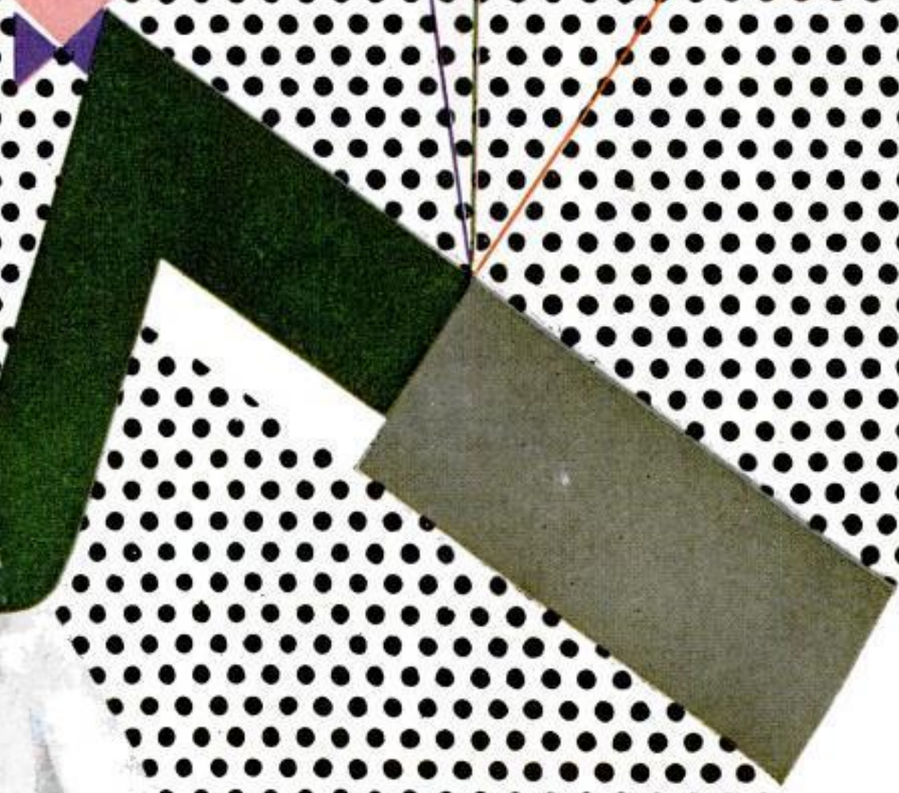
lighter with soda...

with ginger ale...

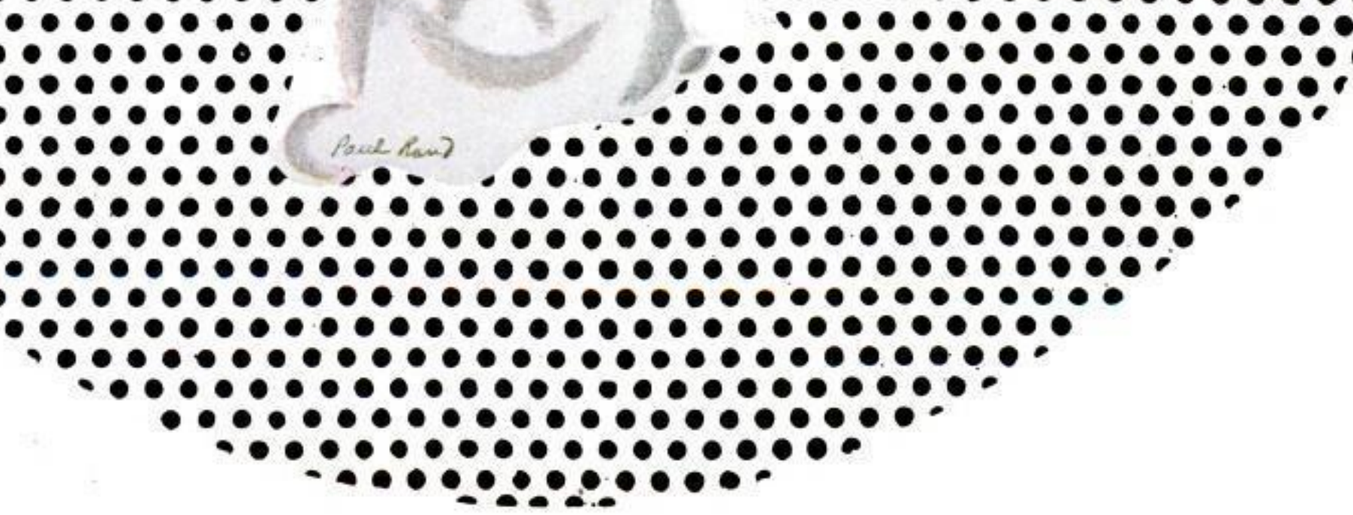
with cola!











California grape brandy 84 proof. Cresta Blanca Wine Company, Inc., San Francisco, Calif.

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1-2-3-4-5-6-7-8-9-Post-Tens—!

• If you can count up to ten, you know why you can always count on Post-Tens to give your whole family different and delightful breakfasts every morning . . . For the Post-Tens package contains 10 individual boxes of the world's most delicious breakfast cereals. 7 different kinds—some puffed, some flaked, some kerneled, some shredded! Each box holds just enough for a single serving—and the cellophane wrap seals in all that toasty, oven-crisp goodness till the cereal nestles in your breakfast bowl . . . Say "Post-Tens" to your grocer —and count on breakfasts worth getting up for!



10 individual servings—7 different cereals

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STUDENTS LOAF IN FRONT OF FOUNDERS LIBRARY, WHICH HOUSES ONE OF GREATEST COLLECTIONS OF WORKS ON THE NEGRO

HOWARD UNIVERSITY

IT IS AMERICA'S CENTER OF NEGRO LEARNING

To most American Negroes the college campuses which dot the U.S. are as remote as the Himalayas, and the prejudices which infest them are bitterly frustrating. In this educational wilderness the Negroes' only refuges are a handful of so-called "Negro colleges" with varying standards, many of them low. There is just one Negro university in the U.S., Howard University in Washington, D.C. To those who believe that the Negro needs only time and reasonable opportunity to take his proper place in American society, a glimpse of Howard is a brilliant revelation. By any standard, Howard's faculty and undergraduate body are impressive, its achievements in scholarship notable.

Howard was the first Negro college in America and today is the largest. It was founded in 1866 immediately after the Civil War, largely through the efforts of General Oliver Otis Howard, who had served in the Union Army at Bull Run, Fair Oaks and Antietam. He was rewarded with the now extinct federal post of Commissioner of Refugees, Freedmen and Abandoned Lands. His principal responsibility at that time was the welfare of hordes of newly freed slaves congregating in large cities under appalling conditions of pauperism and ignorance. At first his institution was in effect nothing more than an elementary school and social center where the rudiments of reading, writing and religious instructions were introduced to its unlettered "undergraduates." Its first diplomas were given to four little white girls, daughters of its all-white faculty.

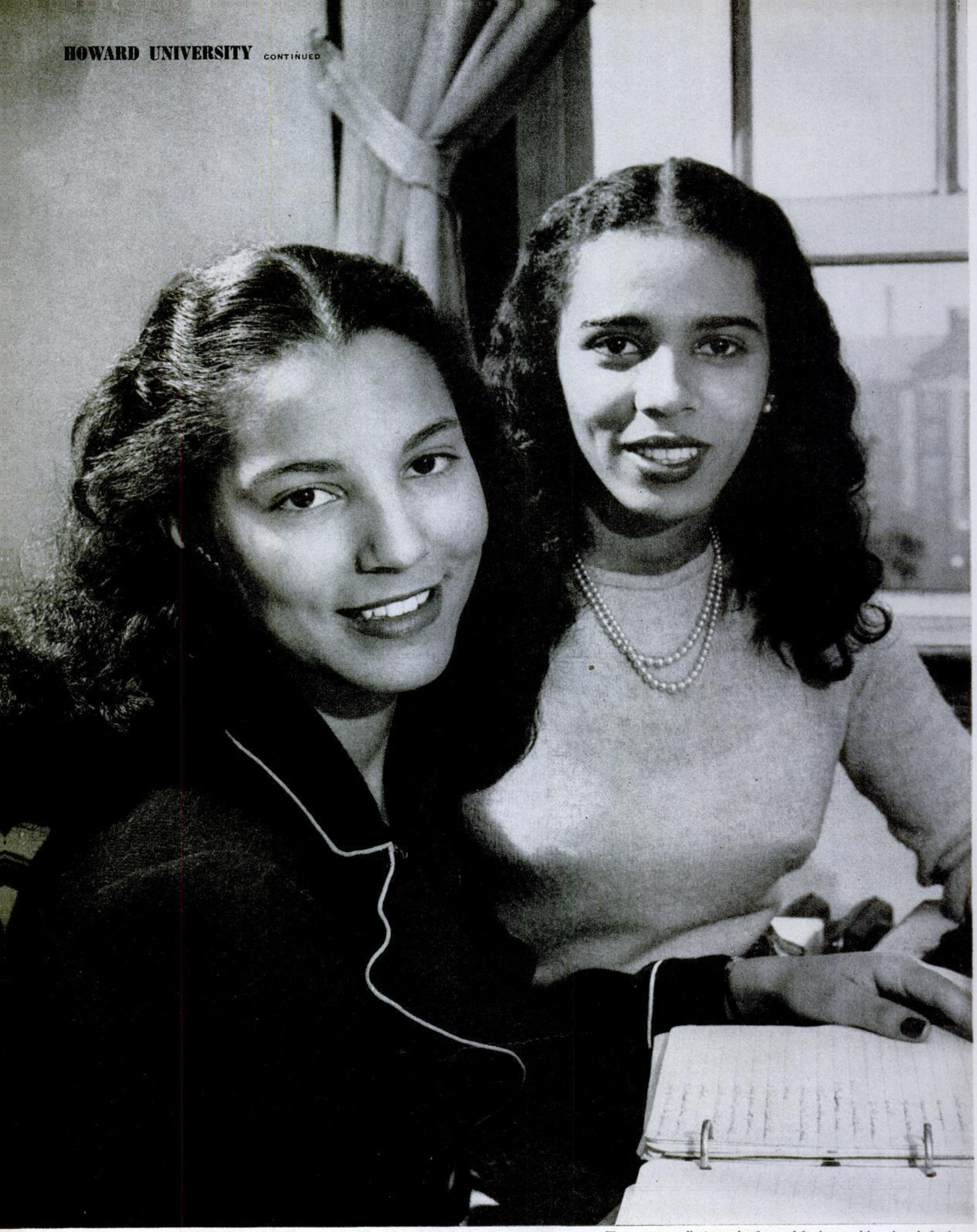


GEN. HOWARD was a founder and the school's third president.

For years the school floundered in the bogs of prejudice and poverty. Congress voted it a little money from time to time. But as Howard's standards slowly rose and its reputation grew, congressional generosity increased, culminating in 1926 with an appropriation of $231,627.39. Since then, through legislation Howard has had a regular annual share of federal funds and has not had to depend on year-to-year congressional charity. But finances are still extremly tight. Its needy students suffer acutely through lack of scholarship funds. As Negroes became qualified as educators, they found posts on the faculty and replaced white instructors. A number of graduates are now teaching in white universities. In 1926 Howard's first Negro president, Dr. Mordecai W. Johnson, was installed. Under his leadership Howard has enjoyed a period of tremendous progress and expansion. Today the university is worth more than $14,000,000. It has a handsome modern campus on the outskirts of Washington, a growing library and scientific facilities. Numerous white students are now enrolled, attracted by Howard's superior medical and dental courses. Its most valuable assets, however, are its 12,400 alumni, who have installed themselves in positions of authority and respect throughout the nation.

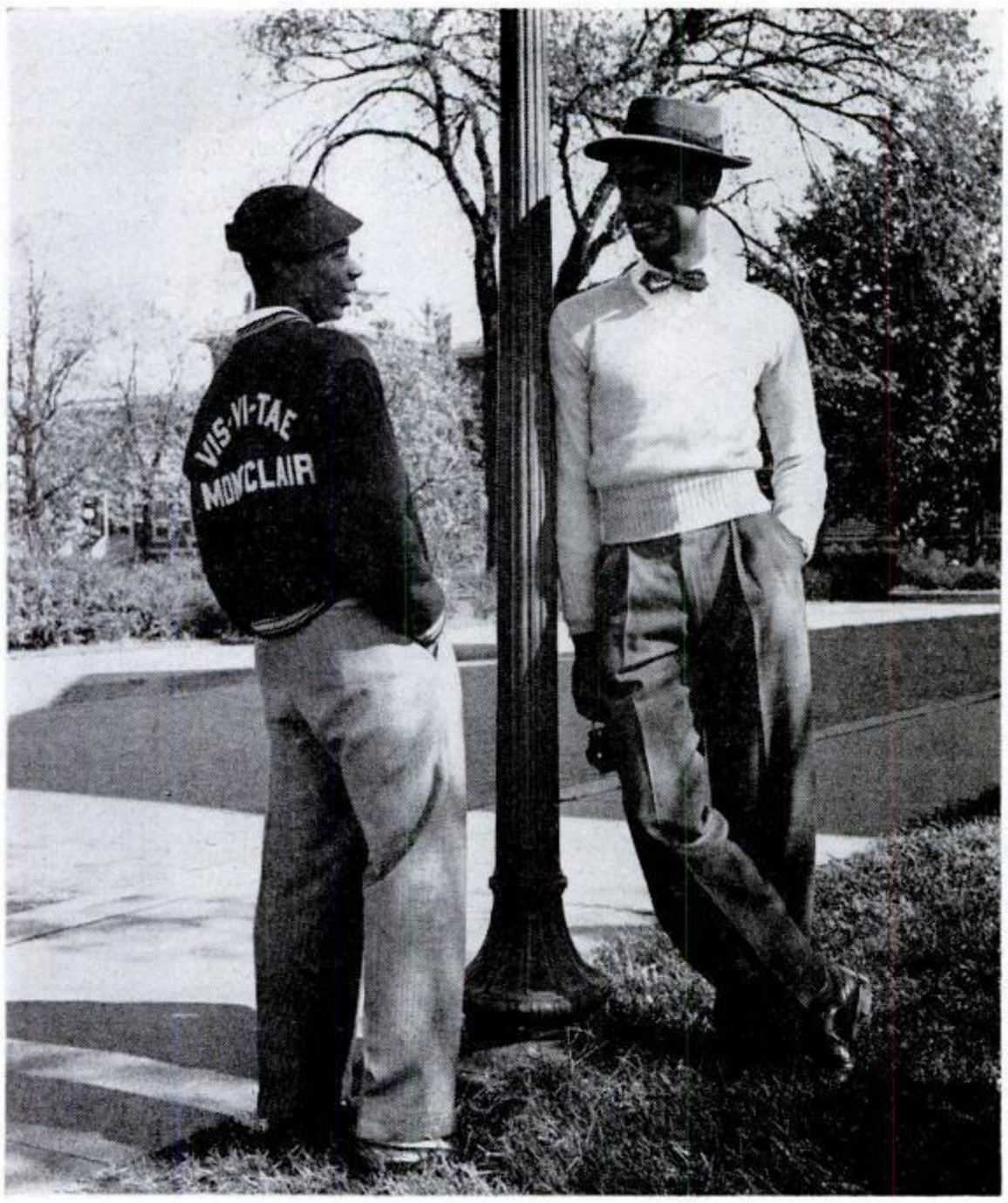
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HOWARD COEDS, both freshmen, are history major Rose Esters (*left*) from Atlantic City and premedical student Sarah White from Baltimore, shown in Truth Hall dormitory room. There are no collegiate rules for coed freshmen, although male freshmen have to wear green caps with white class numerals. Hazing was outlawed 18 years ago.

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MALE CAMPUS STYLES as collegiate as at most other coeducational colleges, run to bow ties and fancy slacks. Some shirts are pink, green, red, bright-colored checks.

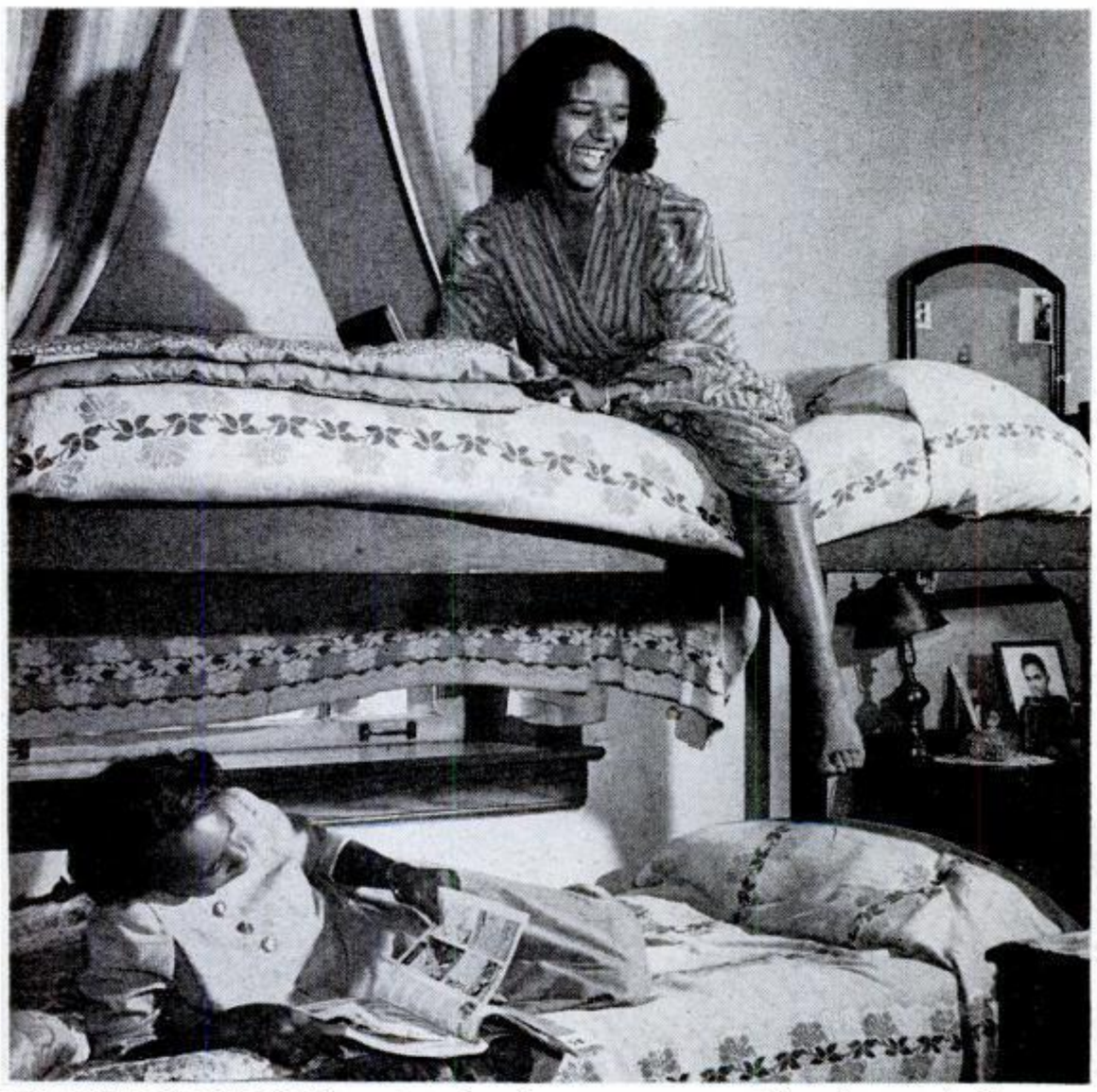


COED STYLES are more dignified. Campus trend is away from "sloppy Joes" toward sweaters and stylish suits. Slacks are permitted only for sports or spectator sports.

STUDENTS THEY WEAR TYPICALLY COLLEGIATE CLOTHES

It takes a Howard freshman practically no time at all to acquire the universal collegiate look. And although Howard students are as clothes-conscious as every other U.S. undergraduate, they generally dress better. This is partly because Howard's energetic physical education department encourages the students to read fashion magazines and constantly reminds them of their posture, hair and general appearance. It is also because Howard undergraduates have less money to spend and therefore invest it more wisely.

Compared to state universities, Howard is by no means inexpensive. Average quarterly expenses (including $30 rent, $75 board and $47 tuition) come to about $180. For this Howard students get accommodations as good as those at any other college.



IN THE DORMITORY most students have roommates, although some single rooms are available. Rooms are comfortable but bare. No decorations are allowed on the walls.



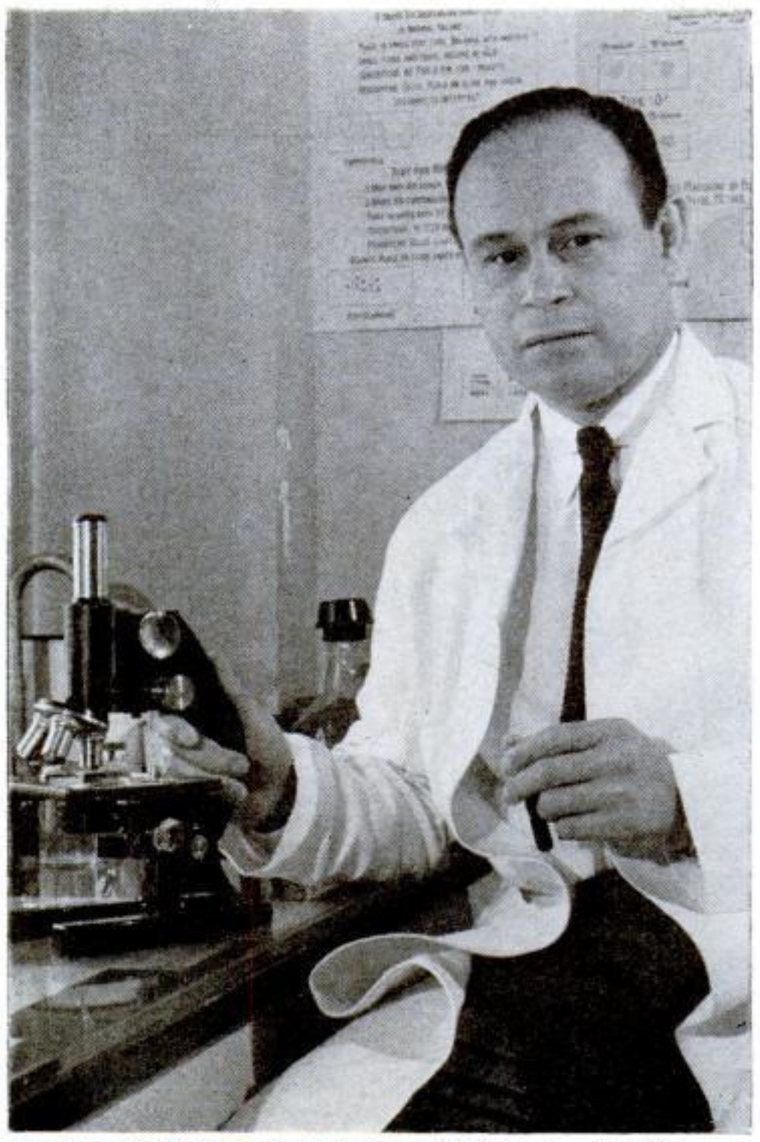
IN PRIVATE the coed lets her shirttail hang out. In dormitory she may wear blue jeans. These are usually rolled à la mode, *e.g.*, one side slightly higher than the other.

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MORDECAI WYATT JOHNSON, 56, Howard's first Negro president, came to the university in 1926 from First Baptist Church in Charleston, W.Va., where he was pastor.



CHARLES RICHARD DREW, 42, is head of Department of Surgery. A plasma authority, he was organizer and director of the first American Red Cross Blood Bank.



ALAIN LEROY LOCKE is Howard's leading philosopher. He holds a Ph.D. degree from Harvard and a Litt. B. degree from Oxford where he was a Rhodes Scholar.

SCHOLARSHIP

ITS PROFESSORS ARE AMONG THE BEST IN THE NATION

Howard made elaborate plans for eventually becoming a university fully 79 years ago when most of its students were still learning to read and write. Today it has a College of Liberal Arts, a College of Medicine, a College of Dentistry, a School of Religion, a School of Engineering and Architecture, a School of Music, a College of Pharmacy, a School of Law, a Graduate School and a summer school.

Half of all the Negro physicians, surgeons and dentists and 80% of all the Negro lawyers in the U.S. are Howard graduates. As more funds become available, Howard will put into effect a blueprinted program designed to make it the center of advanced Negro learning in America through gradual de-emphasis of college activities and a greatly increased concentration on professional and graduate schools.



HOME ECONOMICS class is taught by Dr. Flemmie Kittrell, 41, graduate of Hampton Institute with a Cornell Ph. D. Classrooms, like the one above, are bare, utilitarian.



ART COURSES at Howard number 17, range from elementary color and design to advanced water-color and life classes. Latter (*above*) uses Eloise Hill, a senior, as its model.

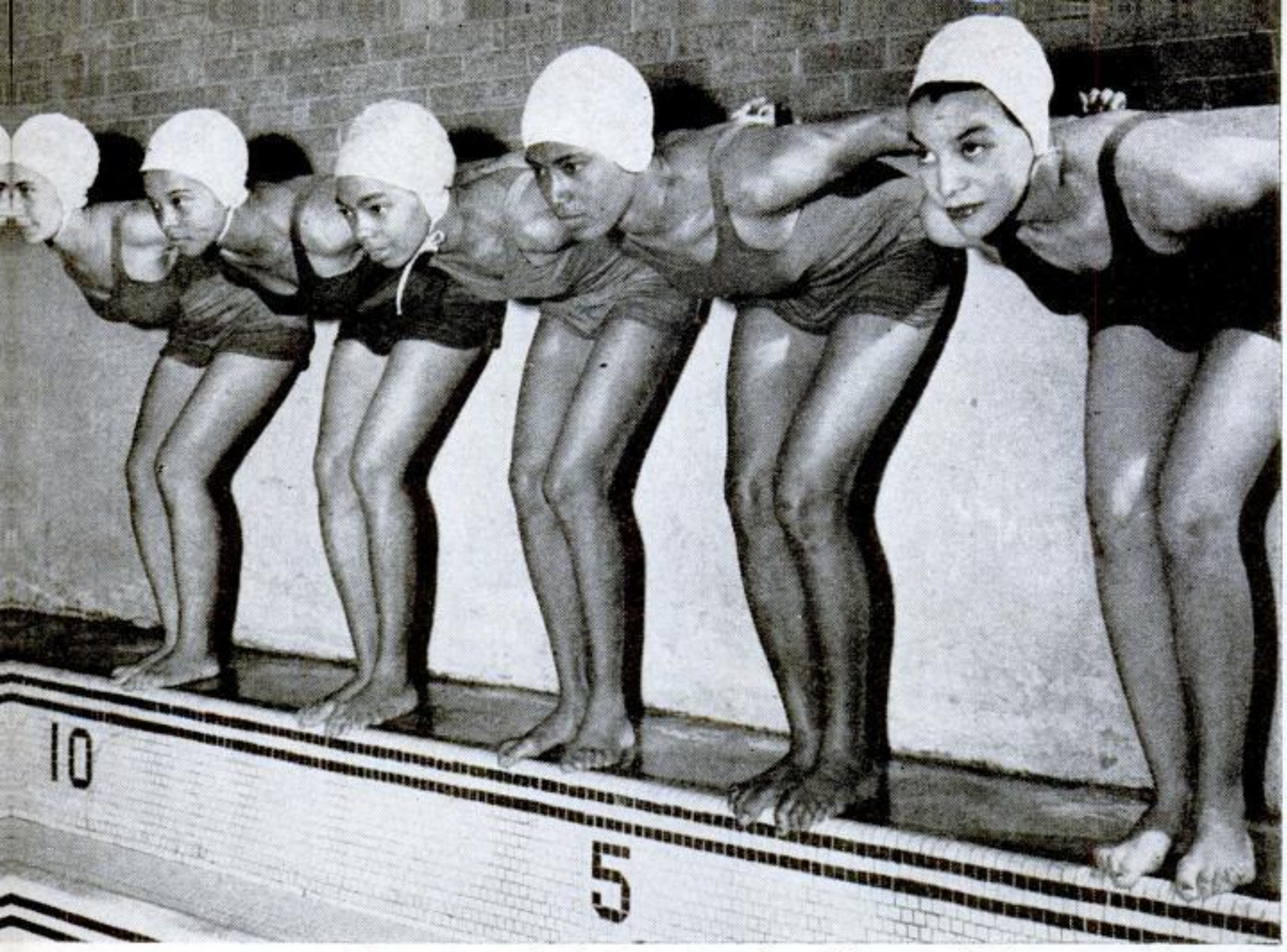
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HOWARD MEDICAL STUDENTS watch a gall-bladder operation in the amphitheater of Freedmen's Hospital, a Negro hospital affiliated with the university. They have many opportunities to witness such operations, and the attendance is invariably large. Howard is nationally famous for the high standards of its medical and dental schools.

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SWIMMING in Howard's pool (*above*) is part of an elaborate athletic program for women which includes basketball, archery, tennis and golf. Below is editorial staff of the *Hill-Top*, Howard's student paper and most important extracurricular activity. It is published every two weeks.



SORORITY MEETING of Alpha Kappa Alpha is held in its clubroom in Miner Hall, with AKA President Shirley Smith (*below, left*) presiding. It costs a Howard student about $100 to join a sorority or fraternity, plus $25 yearly dues. Each has its private room but no fraternity house.





FOOTBALL TEAM is bolstered by Sophomore Bill Toles, 26, varsity center. Toles is a veteran, one of many on Howard's football team this autumn.

ACTIVITIES

THEY INCLUDE SPORTS, FRATERNITIES

Howard has a normally lively interest in extracurricular activities like football, swimming, college dances, campus politics and fraternity and sorority rushing. It also suffers from the normal ills of collegiate snobbishness, particularly in its Greek-letter organizations. There the typical prejudices that are based on wealth and social position are further complicated by a hierarchy of color lines, the feeling of superiority among some of the lighter-colored groups. Understandably sensitive to the effects of prejudice, Howard students are fighting against campus snobbery and, with some success, are causing it to diminish.



CHEERLEADER Alfreda Young, 16, calls for a "Hey, gang, are we gonna win!" during football game with Shaw college. Howard won the game, 21–7.

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DRESSIEST OCCASION OF HOWARD'S FALL SOCIAL CALENDAR IS HOMECOMING BALL



Your heart will sing... it's the BEST thing that ever happened...



You'll have the time of your life watching Myrna Loy and Fredric March fall in love all over again, and Dana Andrews and Teresa Wright fall in love at first sight. It's a gay and heart warming story with Virginia Mayo and Hoagy Carmichael (who thrills you at the piano), and you'll meet Cathy O'Donnell, a new personality you'll love ... all in Samuel Goldwyn's "The Best Years of Our Lives"

Great ENTERTAINMENT

Advertisement

YOUR BEST YEARS

Gallup ARI poll reveals which years American people consider "best"

A PRODUCER'S last great concern when he makes a motion picture is its title. His story may be by the finest writer; it may be translated onto celluloid by the finest director, and it may be told through the artistry of the finest actors, but the problem of the title—the name that it is to be known by in the minds and on the marquees of the world—is never a simple one. When Samuel Goldwyn, whose record gives him a special pinnacle among producers, finished his latest and greatest picture, he was no exception. The problem of the title plagued him.

With an outlay of $3,500,000 and month upon month of painstaking work, Producer Goldwyn had achieved a product that was a superb blend of the superior talents of Playwright Robert E. Sherwood, Novelist MacKinlay Kantor, Director William Wyler, Cinematographer Gregg Toland and Cinemartists Myrna Loy, Fredric March, Dana Andrews, Teresa Wright, Virginia Mayo, Hoagy Carmichael, and Cathy O'Donnell. But what to call it? What that would at once indicate the content and greatness of the picture and stick in men's minds before and after seeing it as well?

In this crisis Mr. Goldwyn called upon his entire organization to submit their choice of titles for the picture. For hours on end he sat pondering one after another of the hundreds of suggestions that came to him. Finally his inveterate showman's instinct told him that one, the suggestion of Robert E. Sherwood, was the right one: *The Best Years Of Our Lives.* But shrewd producers don't always trust their cinematic hunches, so the title was turned over to public pollster George Gallup, whose Audience Research Institute makes a business of finding out how the public reacts to movie titles and movie subjects (TIME, July 22, 1946).

When Dr. Gallup's pollsters reported back that *The Best Years Of Our Lives* rated among the top five percent of all the thousands of titles ever tested, Producer Goldwyn was pleased, but his curiosity was further aroused. He sent the pollsters back among the people. This time he wanted to know which of all of their years some of his fellow Americans considered the best of their lives.

Some answers:*

A 30-year-old housewife: "This year—right now. My husband's home from the Army, I'm having a baby and this is the most challenging

*Names on file at ARI

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time I've yet seen. If I don't have any more years, this one is fine."

A 40-year-old oil company executive: "Ever since I got psychoanalyzed eight years ago. That's when I stopped drinking and began to grow up. I've got a good wife, children and a happy home."

A 17-year-old high school girl: "Gee, I haven't stopped to think about it. I have a good time all the time. Don't see why it shouldn't stay that way until I get to be an old, old woman."

An 18-year-old model: "I feel that I've entered my best years now that I've graduated from high school. I'm looking forward to an exciting career AND a happy marriage. No, I haven't found him but I will."

A 59-year-old widow: "My best years are spent. They were between 23 and 42. Then I had my husband. He was my main basis for living. I lost him."

A 23-year-old war veteran: "Oh boy, this last year will be hard to beat. Got discharged from the Army, got married, got back in college."

A 28-year-old bank clerk: "I don't think I've had any 'best years' yet. Maybe they're just about to start. I hope so."

A 72-year-old retired journalist: "Well, looking back, I'd say every period of my life had its reward. If I had it to do over, I'd do it the same way. Mostly a man has to MAKE his happiness —it's never handed to him for free."

These and scores of other answers had a special significance for Mr. Goldwyn. They told him that America was still living, loving, dreaming. They told him that the characters in the picture which was to take him two and a half years to make, were, like these, real people, right out of the heart of America. They told him that *The Best Years Of Our Lives* was a title of exceptional appeal. He had a hunch that moviegoers would also find the picture exceptional—and one which they would remember all the years of their lives.

RELEASED BY
RKO RADIO PICTURES, INC.



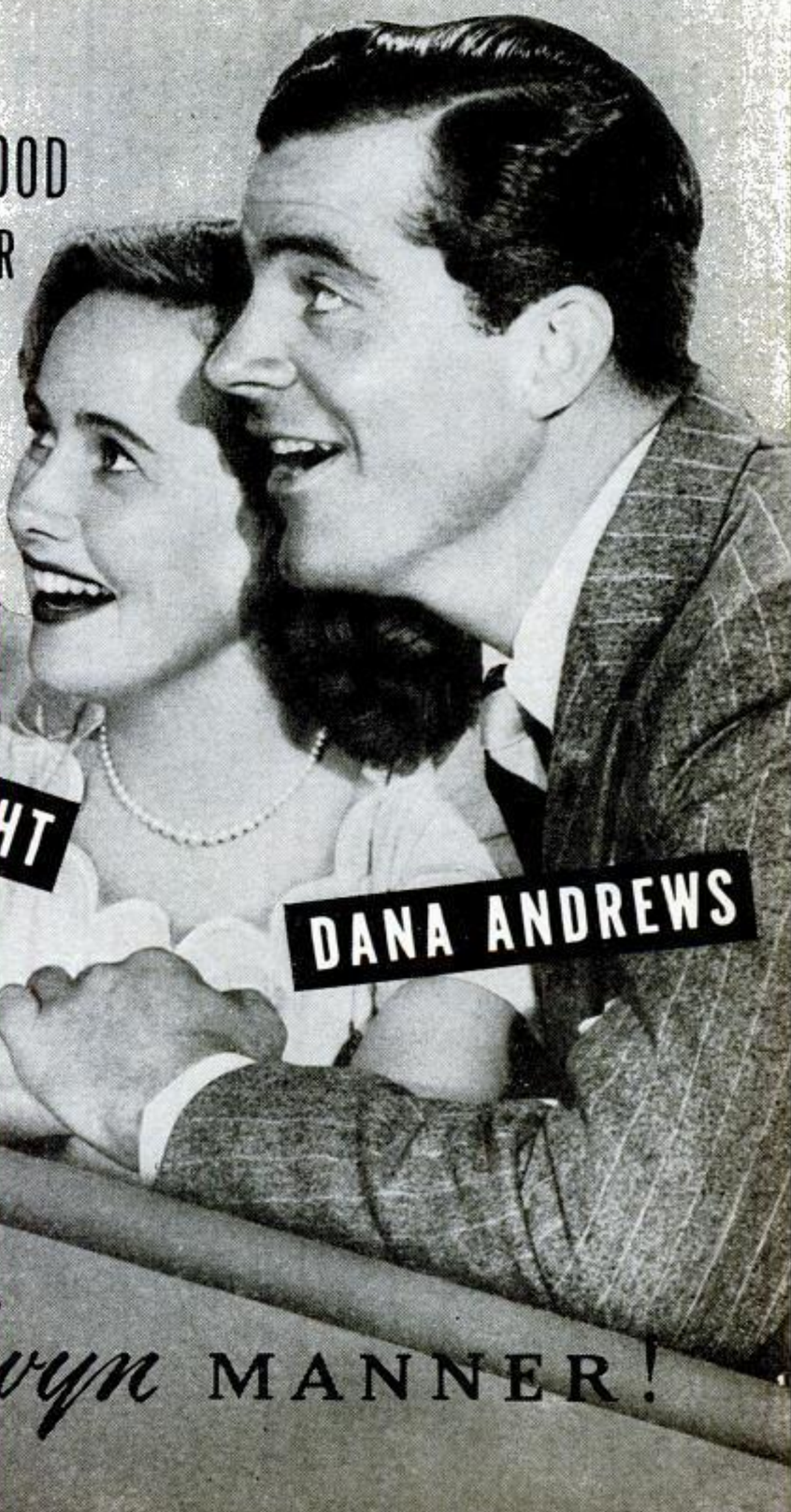
VIRGINIA MAYO, as Marie in *The Best Years of Our Lives,* makes the most of her best years—with men.

and it happens to you in

"THE BEST YEARS OF OUR LIVES"

a truly great motion picture

Produced by SAMUEL GOLDWYN
Directed by WILLIAM WYLER
Screenplay by ROBERT E. SHERWOOD
From the Novel by MACKINLAY KANTOR



IN THE *Goldwyn* MANNER!

BW

Biological warfare, using scourges of disease and famine as weapons, is as dreadful as the atomic bomb and far more difficult to control

by GERARD PIEL

ON the morning of Nov. 4, 1941 a Japanese plane buzzed over the Chinese town of Changteh, circled it for 20 minutes and flew off—without dropping a bomb or firing a shot. Emerging from shelter, the inhabitants of Changteh were puzzled to find their streets littered with cotton rags and grains of rice. Fortunately they made some effort to sweep up the mess; for within a week bubonic plague erupted in Changteh for the first time in ten generations. The disease never reached epidemic proportions. Only six people died. But sporadic outbreaks since indicate that the disease did get established in Changteh's rat population and that the town was now an endemic focus for plague.

Three years later in the jungles of New Guinea, U.S. forces tested another innovation in modern warfare. There the remnants of the Japanese army had holed up in hillside dugouts safe from bombing and strafing. To feed themselves they had quilted the landscape with little vegetable gardens. The U.S. 5th Air Force struck at those gardens with a strange weapon—a solution of gasoline, crude oil and crankcase drainings. The gardens were ruined. Thereafter, the Japs straggled down to the coast and surrendered.

Neither of these two incidents affected the outcome of World War II. They do, however, suggest on a crude, small scale the kind of warfare which a World War III might bring.

The weapons of biological warfare are pestilence and famine. Their potency is unquestioned. Together they probably killed half of all the human beings born before the year 1900. As acts of war instead of accidents of nature, pestilence and famine might destroy a comparable fraction of the living generations of men. Since the use of such weapons is possible, it must also be reckoned as probable.

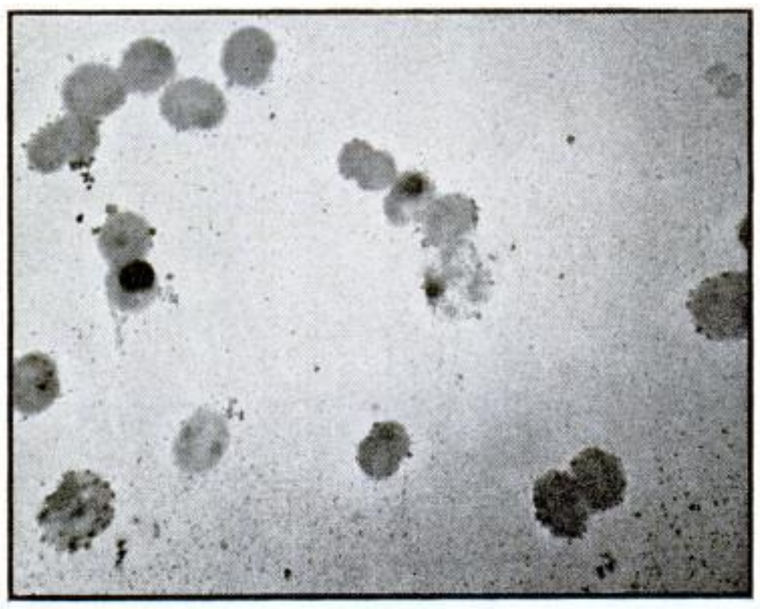
The U.S. is well prepared to meet the eventualities of biological warfare. Starting in the summer of 1942, the nation entered the field with a research campaign which ultimately engaged the efforts of 4,000 Army, Navy and civilian technicians and which ranks as the biggest research effort in the history of biology. Its purpose was primarily defensive. But to develop the techniques of defense it was necessary to explore the offensive potentialities of biological agents. The program embraced the whole range of biological warfare, which means all fungi, bacteria, rickettsiae, viruses and toxic agents from living organisms which can be used to produce disease in animals, plants or man. How many of these agents were harnessed for war remains a top military secret. But George W. Merck, drug manufacturer, who served as the War Department's consultant on biological warfare,



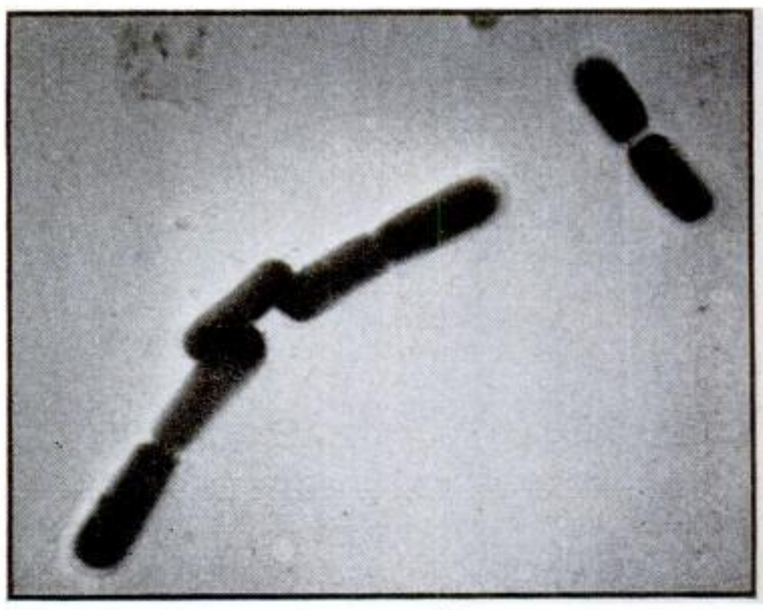
DRESSED FOR BW, decontamination and rescue workers can be protected from biological attack in Navy's germ-proof suit. It is equipped with self-contained oxygen supply.



MUNITIONS OF BW are germs shown here. This is Bacillus anthracis, which causes anthrax in cattle and men.

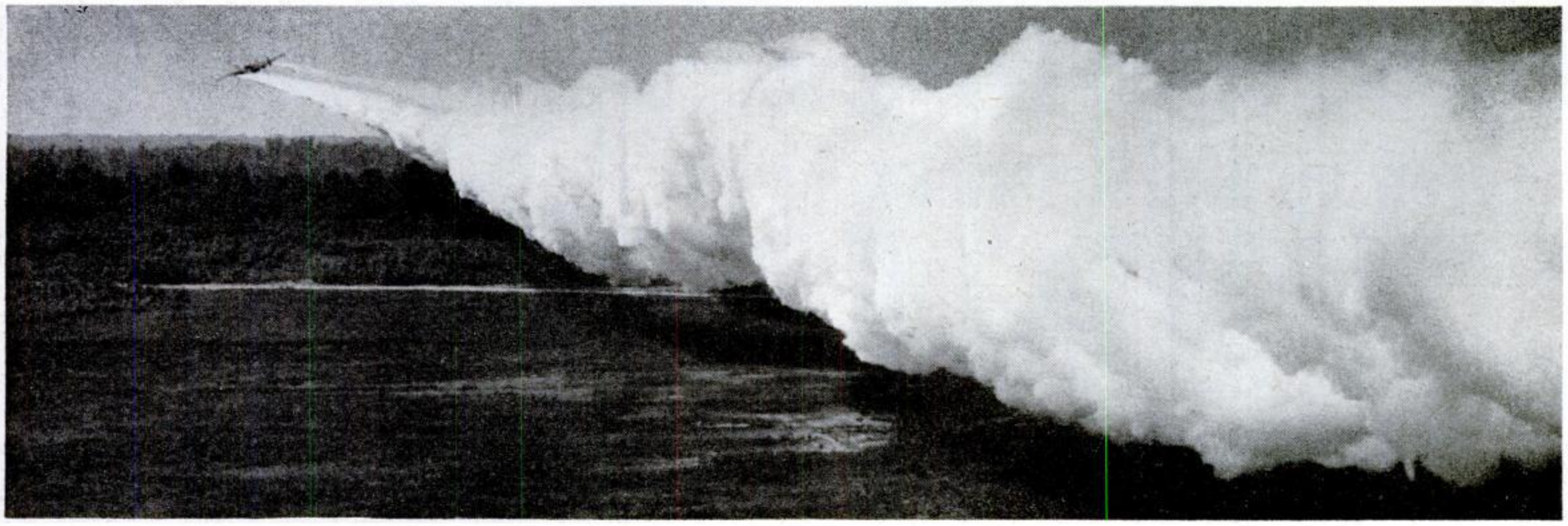


UNDULANT FEVER is caused by Brucella species, usually found in milk. It might also be distributed by aerosols.



BOTULINUS TOXIN, the deadliest poison, is produced by Clostridium botulinum, which occurs in spoiled foods.

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TACTICS OF BW MIGHT INCLUDE ATTACK ON TROOPS IN FIELD WITH GERM-LADEN AEROSOL CLOUDS, SPREAD BY LOW-FLYING AIRCRAFT

was able to reveal, "Only the rapid ending of the war prevented field trials in an active theater of synthetic agents which would, without injury to human or animal life, affect the growing crops and make them useless."

Of even greater significance are the weapons blocked out for future research. They have been part of the condition of man from genesis. Converting them into weapons involves few unknown factors. What is chiefly needed is engineering. In the opinion of responsible officers and scientists, had the Manhattan Project's $2 billion been invested in biological warfare instead, several weapons could have been produced, any one of them as serious a threat as the atomic bomb.

There is nothing secret about the character of bacteriological agents. In addition to the disease organisms themselves, they include the toxins which are manufactured by the organisms. These toxins are the active ingredient in several diseases and are the most lethal poisons known. All together, the infectious diseases of man offer endless varieties of ways to make war. They can be used to kill outright, to cause death after lingering illness or merely to make people sick. By using a nonepidemic disease the impact of an attack can be localized or, by using a self-propagating epidemic disease, a raging pandemic touched off.

The agents directed against plants and animals give war a new dimension. They bring agriculture as well as industry into the target area. For destruction of farm animals, the weapon of choice would be epidemic disease, ideally one that is equally infectious to man. As for plants, they are prone to all the ills that flesh is heir to. Thus botanical agents include not only a selection of epidemic rust, virus and bacterial diseases, but a new series of synthetic hormones which afflict plants with a cancerlike derangement of their growth processes. It was one of these cancer-producing agents which, if the U.S. had found it necessary to use, would have given the Japanese rice farmer a cruel surprise. According to Merck, "Not until he had carried through the labors of cultivation would he find that the roots had grown sere and that the plant must wither away without yield."

No nation, however, can hope to monopolize such agents. Even more than the atomic bomb, they equalize the power between great and small states. Their raw materials are everywhere at hand. Their manufacture and stock-piling call for more ingenuity than capital. Research might be carried on in any public-health laboratory under the camouflage of legitimate activities. A medium-sized distillery would be to biological warfare what the Hanford plutonium pile is to atomic warfare.

Biological warfare is thus a game anyone can play. It is a menace that places a high premium on sanity and responsibility in world affairs. Yet public opinion is slow to recognize biological warfare for the prime hazard to civilization that it is. No Hiroshima has demonstrated its use. No Smyth report has established a broad basis for the guidance of policy and public understanding. Outside of two cautiously worded handouts issued by the Army and Navy last January, little reliable information has reached the public. As a result there is as yet no body of responsible opinion on the subject of biological warfare. The formulation of such an opinion cannot get under way too soon. Even the meager information available in the public domain is sufficient to demonstrate that biological warfare is as good a reason as the atomic bomb for an indefinite postponement of World War III.

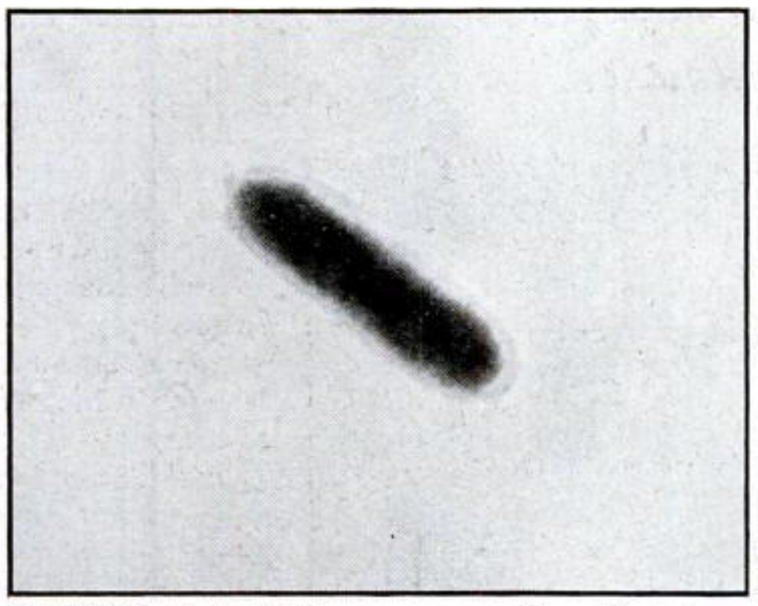
When the U.S. first explored the new weapon, the coldest skeptics were military men. This was not for lack of proper respect for disease agents. Pestilence, as every professional soldier knows, has decided more campaigns than generals. On the plains of Thessaly epidemics killed nearly two fifths of Xerxes' 800,000 troops. Plague and typhus slaughtered the Crusaders at the gates of Antioch and Jerusalem. Typhus, not Ferdinand and Isabella, liberated Granada from the Moors. Typhus and dysentery decimated Napoleon's Grand Army in Russia. Until World War II more soldiers died from disease than from bullets. Because of the technical difficulties involved in the deliberate use of disease as a weapon, however, military men have always regarded biological warfare as completely impracticable.

It was by directive of President Roosevelt that the supersecret War Research Service was organized under cover of the Federal Security Agency. Essentially a coordinating committee, its prime function was to keep the possibility that biological warfare might be used against us in the mind of every responsible authority. Intelligence operations at home and abroad developed in new areas. Disease as well as high explosive was expected when air photos revealed the first V-1 and V-2 launching installations. When the FBI nabbed two submarine-loads of Nazi saboteurs, it feared that they were bent on biological mischief. In cities with open water supplies, the Army Service Commands and State Guards instituted reservoir patrols. More stringent measures were taken in Hawaii and the Canal Zone. Ice cream for military consumption was processed by men in uniform only. Dairy workers were investigated for political as well as physical taints, and food supplies were guarded at all concentration points. Meanwhile the War Research Service also got a modest research program going.

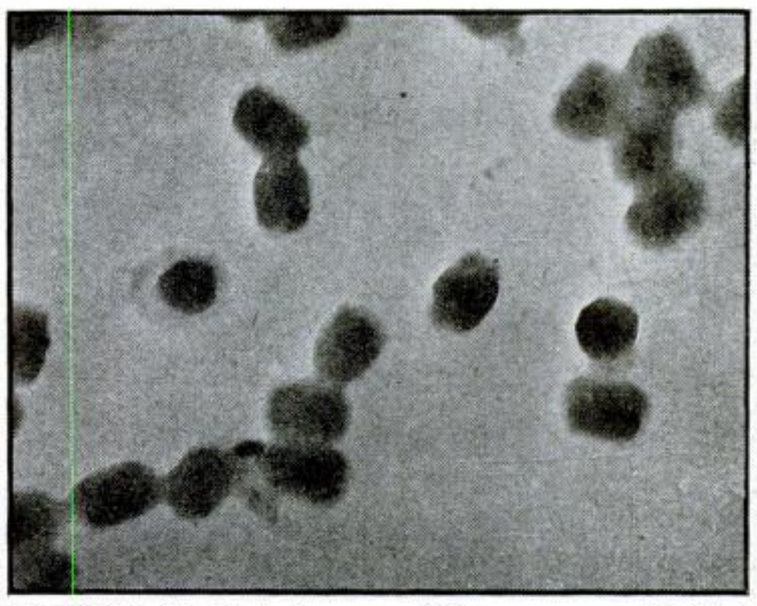
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BLACK DEATH of bubonic and pneumonic plagues is caused by Pasteurella pestis, the greatest killer of all.



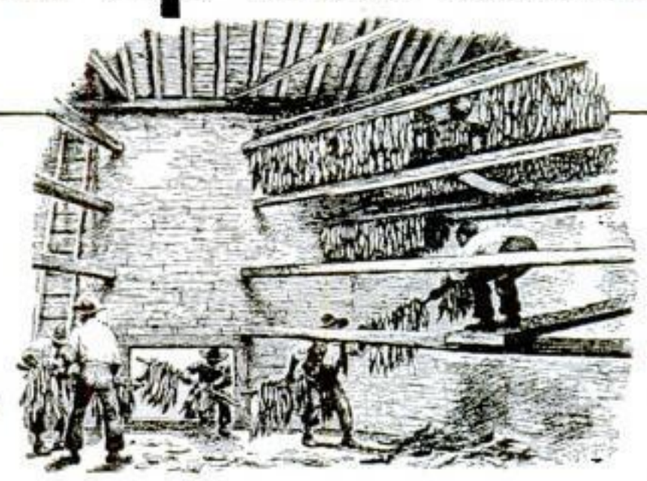
TYPHUS and related diseases are caused by rickettsiae, a large family of minute germs, which are near viruses in size.



VIRUSES, the tiniest germs of disease, cause a host of diseases which might be disseminated in BW aerosols.

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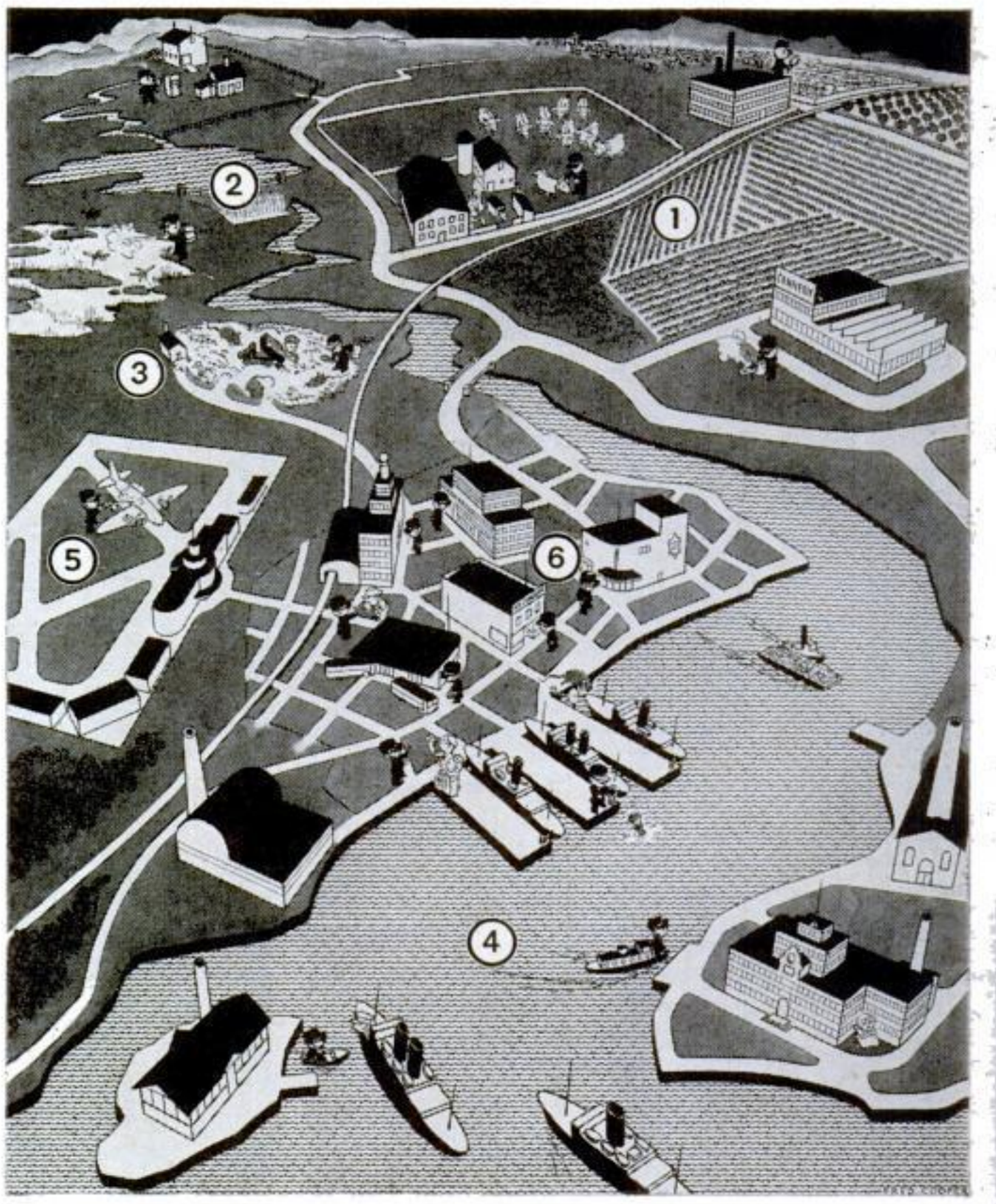
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FIRST LINE OF DEFENSE against natural and man-made epidemics is public health system. Inspection of food (1) prevents spread of tuberculosis, undulant fever, botulism. Water supply (2) is protected from cholera, typhoid and dysentery. Vermin controls (3) repress typhus, plague, malaria, yellow fever. Quarantine of ports (4) and airports (5) prevents import of disease from abroad. Only major gap in defenses is public gathering places (6) where people can circulate respiratory diseases and aerosols might distribute others.

BW CONTINUED

By November 1942 its first findings began to come in. They indicated that biological warfare was a far more serious matter than anyone had suspected. The research program was rushed into uniform under command of the Army's Chemical Warfare Service, now called the Chemical Corps. Its first move was to concentrate the entire project in a single vast establishment at Camp Detrick, near Barbara Fritchie's home town, Frederick, Md. This became and remains one of the biggest biological laboratories ever built. At Vigo, Ind. a subsidiary plant was set up for the development of larger-scale production methods and at Pascagoula, Miss. and Dugway, Utah, stations for field trials of biological munitions. The Navy also maintained a center of operations at the University of California in Berkeley, where Navy Medical Research Unit No. 1 conducted an investigation into "a certain infectious disease . . . of which identity must still be withheld [but which is] centuries old and one of the greatest of killers."

Next to the Los Alamos atomic-bomb assembly shops, there was no place in wartime U.S. more dangerous to work at than Camp Detrick. Bacteriologists do not deal lightly with infectious microorganisms under any circumstances. The more pathogenic species are usually confined to a few laboratories and, except in U.S. Public Health centers, never more than one or two species are handled at a time. At Camp Detrick the collection of disease germs was thorough. In the words of an Army press release:

"Agents selected for exhaustive investigation were made as virulent as possible, produced in specially selected culture media and under optimum conditions for growth, and tested for disease producing power on animals or plants. Intensive investigations were conducted . . . including studies of how well various organisms of high disease-producing power would retain their virulence and how long they would remain alive under different storage conditions; the numbers of organisms required to produce infection; the incubation period of various diseases; the effectiveness of certain chemicals (or coagents) when used with pathogenic agents or toxins in influencing their disease-producing powers. . . ."

The strictest controls and sanitation procedures had to be maintained not only to protect the workers inside Camp Detrick

CONTINUED ON PAGE 122

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but to prevent contamination of the soil, water and air of the surrounding countryside. So far as the countryside went, they worked perfectly. In fact Camp Detrick received an unsolicited testimonial from Frederick's municipal health officer. With no suspicion of the camp's real function, he made a routine check on the bacterial count of its sewage at the point where it flowed into the city system. He was astonished to find that it was completely sterile.

Inside the camp, however, the record was not perfect. Nearly 220 workers suffered accidental exposure to virulent agents. Of these, 60 were infected, 7 of them with tularemia and 25 with anthrax. All recovered, however, and, since these diseases are not often contracted by human beings, their successful treatment added something to medical knowledge as well as to biological warfare.

The names of anthrax and tularemia suggest that BW is not confined to the employment of organisms of conventional human diseases. It is, in fact, confronted with an embarrassment of riches when it comes to choosing its agents. The chief problem is how to distribute them on a target so that they will take full effect.

Just what a problem this can be is illustrated in the case of botulinus toxin. This, the most lethal of all poisonous substances, has made the front pages three times during the past calendar year. Each time the story has been the same. At Camp Detrick botulinus toxin was isolated and crystallized in pure form. Tested on laboratory mice, it registered a potency of 30 million minimum lethal mouse doses per milligram. Translated into English weights and measures, this means that one ounce of botulinus toxin, suitably injected into the skin, has a potency theoretically sufficient to kill 900 billion mice. For purposes of popular enlightenment, someone calculated that 900 billion mice are somehow equivalent to 180 million human beings. In the headlines this wholly speculative estimate became a guarantee of sudden death for every man, woman and child in North America. Between the toxin's laboratory and military potency, however, there is a wide gap. Militarily speaking, the task of lining up all the people in North America to receive, each one, his or her minimum lethal injection looks insuperably difficult.

As a contribution to its use as a practical military weapon, the crystallization of botulinus toxin is of small significance. On the contrary, it is important chiefly because it will help in the production of a more effective immunizing toxoid. For military purposes the toxin is just as useful in the less concentrated form in which it is ordinarily taken into the human body, via home-canned string beans and overripe meat.

At first glance bacteriological agents would seem to provide the ideal weapons of sabotage, since so little menaces so many. A bacterial culture theoretically capable of annihilating the entire population of Brooklyn would make a far less bulky package than the subassemblies of an atomic bomb. Assuming that the saboteur could devise methods for using them, he could manufacture his weapons in the target city itself without arousing suspicion. In an underprivileged community he might be able to launch an epidemic by infecting the local rats. With ingenuity he might even succeed in contaminating the water or milk supply of a modern city. Conceivably, a well-organized ring of saboteurs could mount a major offensive weeks before the enemy identified itself by formal hostilities.

Such possibilities were thoroughly explored at Camp Detrick. Countermeasures were developed and circulated to all responsible civilian and military authorities. But sabotage of any kind is an unreliable weapon. Even without specific countermeasures, biological sabotage would have to crack one of society's most powerful defenses—the public-health system, which limits the spread of epidemics through vermin, food and water.

Clouds of germs and toxins

ONE channel, however, still lies beyond the control of public health. This is the air itself. The present mobility of population makes airborne disease an increasingly alarming public-health problem. Railroad stations, air terminals, motion-picture theaters are among the new endemic centers of disease, through which pathogenic organisms are imported, exchanged and circulated throughout the nation and the world. As long ago as 1934 Wickham Steed, a British journalist, created a sensation with a story, allegedly supported by high-command documents, that German army technicians had been conducting experiments on the dissemination of germs by air, using the London underground and the Paris Métro. Because Europe was officially at peace, so the re-

CONTINUED ON PAGE 124

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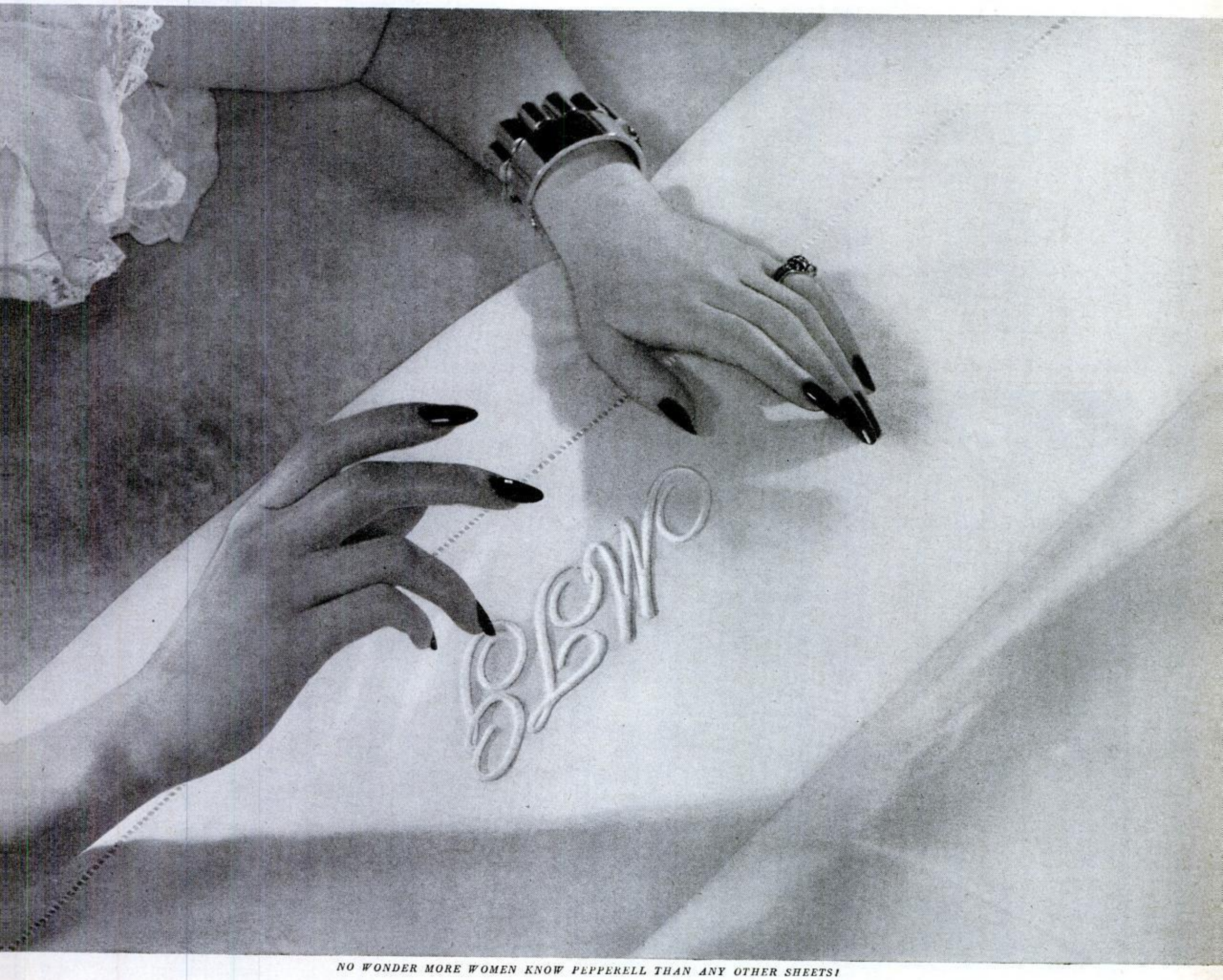
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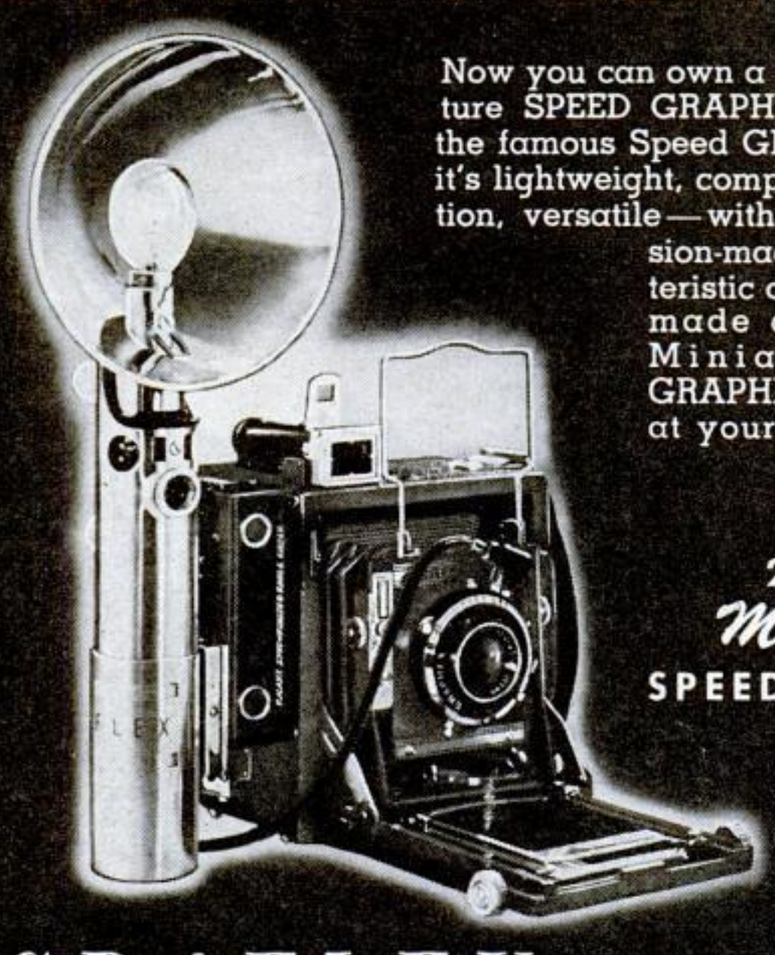
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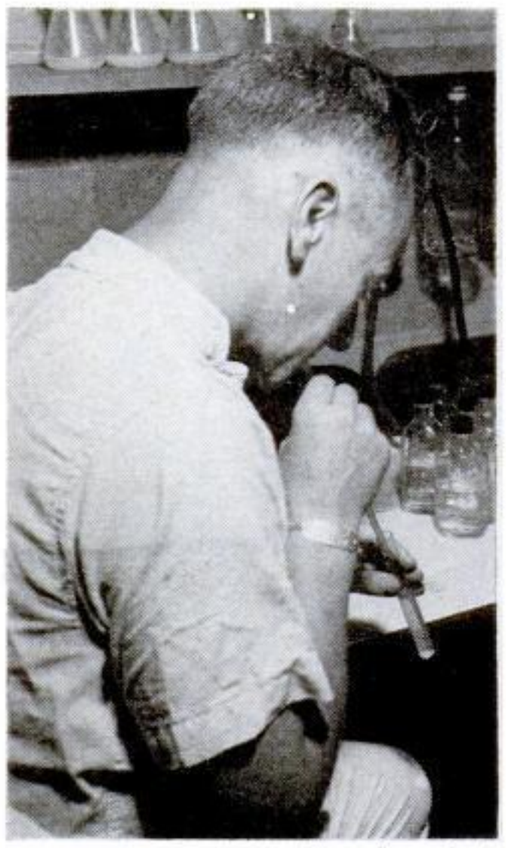


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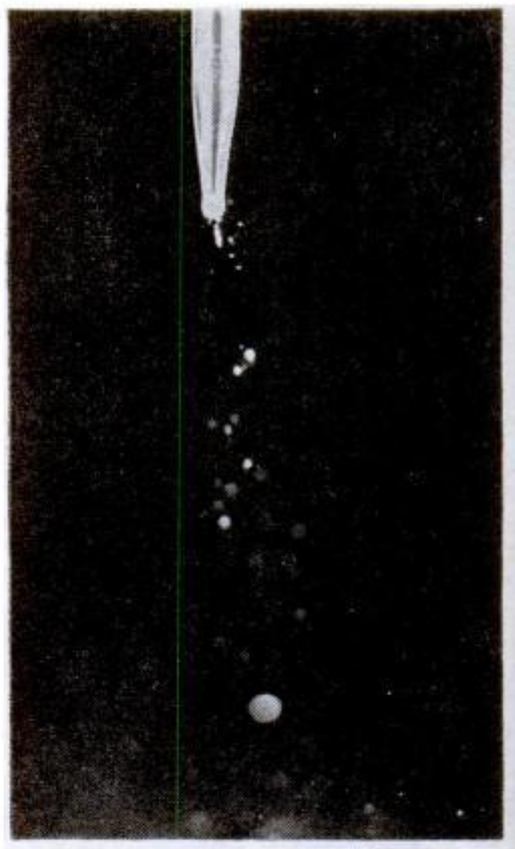
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BACTERIAL CULTURE is sucked into pipet by Camp Detrick worker.



AEROSOL DROPLETS disperse in air as bubble bursts at tip of pipet.

BW CONTINUED

port went, they used harmless organisms, but otherwise their experiment was a complete dress rehearsal of biological sabotage. Such an undertaking might be perfectly feasible, but it is the prospect of really big-scale dissemination by air that establishes the biological agents as weapons of mass destruction.

Airborne disease is spread from person to person through the microscopic droplets of moisture that are expelled by sneezing, coughing and even speaking. A demonstration of the approximate speed and distance of their travel is provided by the action of exhaled cigaret smoke. Technically these cloudlets are called aerosols. The mechanical production of an aerosol is simple. Atomizers produce them. So do DDT bombs. Generating aerosols on a large scale is a new technique of the Chemical Warfare Service. At the Rhine and at Okinawa, what looked like brilliant white smokescreens were really aerosol clouds. They were produced by an oil solution sprayed under high pressure through fine nozzles. Aerosols could be disseminated as effectively from aircraft, guided missiles, parachute bombs or clusters of small bombs dropped on a target like incendiaries.

The present state of aerosol technology as applied to bacteriological warfare remains, of course, a tight military secret. Merck was permitted to state, however, "Precise methods were developed for producing and measuring 'clouds' of microorganisms, for determining the viability of the organisms in such 'clouds' and for studying the factors controlling movements of airborne pathogenic agents."

Live organisms are not the only freight that can be carried by aerosol clouds. Major General Alden H. Waitt, chief of the Army's Chemical Corps, reports that agents do exist which can be carried in the air over considerable distances and should be able to cause casualties over a wide area, as did phosgene in World War I. The difference, according to General Waitt, is that they are 1,000 or more times more toxic than phosgene; it takes much less to do the work; and the problem of protection is more difficult.

The threat of one of these agents, botulinus toxin, in the hands of the Nazis spurred the Chemical Corps to achieve one of the major, hitherto unrecognized triumphs of the war. Within a few months before the Normandy assault, enough botulinus toxoid was produced and shipped overseas to immunize all front-line Allied troops in the European theater.

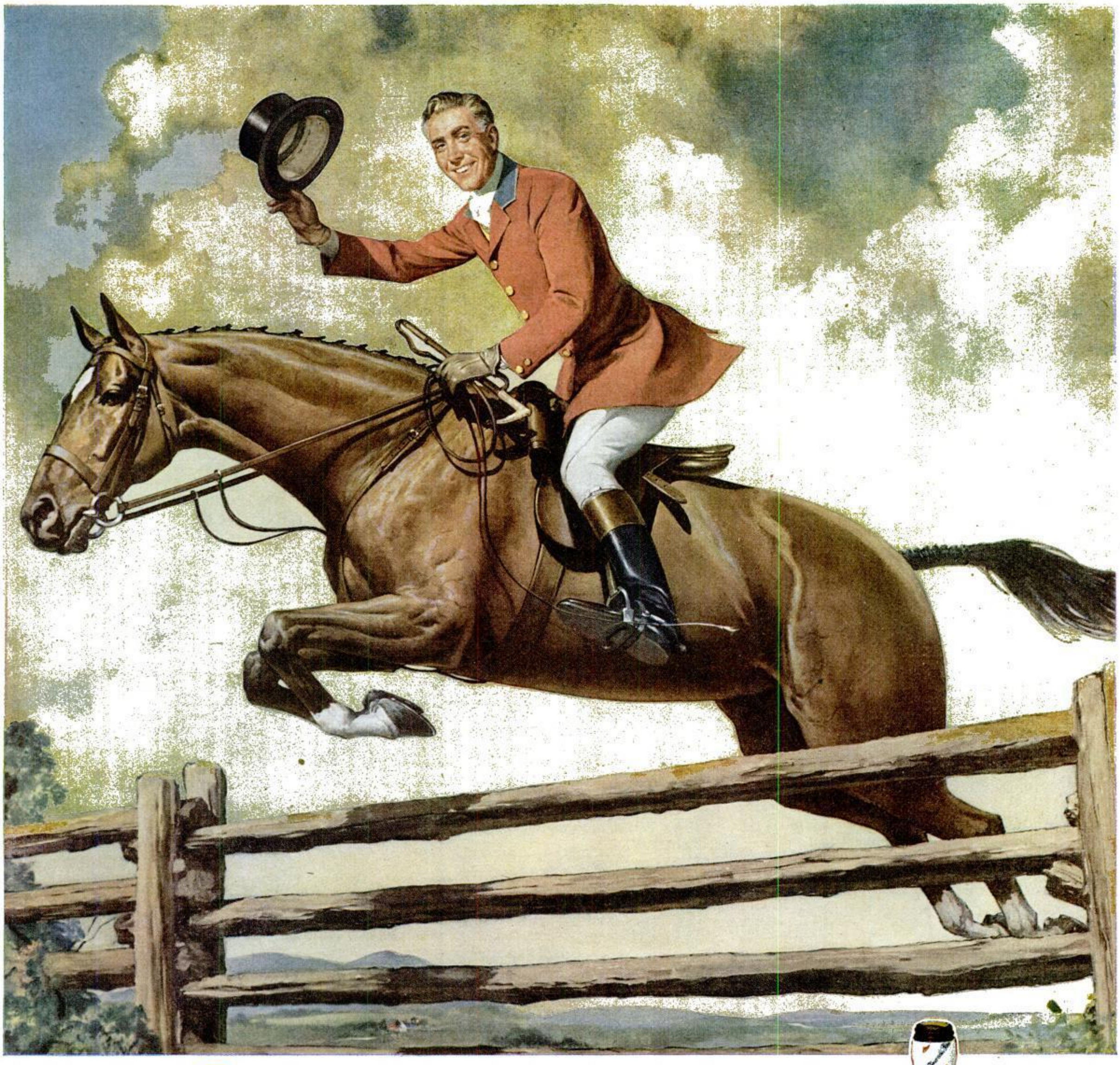
The Black Death

HIGH on the list of the live microorganisms available to biological warfare are those involved in airborne respiratory disease. If they can survive and travel some distance in sneeze droplets, the chances are that they will carry well in aerosols. A weapon in this class is Pasteurella pestis, the organism of plague. This ravaged Europe and Asia Minor in 195 recorded epidemics from the time of the Prophet Samuel to the 18th Century. In the Black Death decade of the 14th Century it killed no less than 25 million Europeans, one fourth of the continent's total population.

Plague takes two forms. As bubonic plague it is transmitted from

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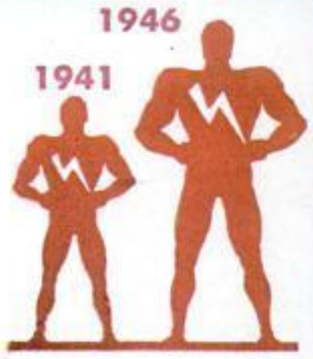
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rodent to flea to man and causes a systemic infection, attended by swelling and ulceration of the lymph glands, especially in the groin, and a mortality of 60% to 90%. Transmitted from man to man as an airborne organism, Pasteurella pestis causes pneumonic plague, a galloping respiratory infection which is 100% fatal.

Though epidemic plague is now almost unknown on the European continent, it is still common in Eastern Asia and the Southern Hemisphere. Recent research supports the hope that it may be stamped out. There is still no cure, but a vaccine and preventive dosage of sulfa drugs have proved moderately successful. Local outbreaks have actually been curtailed through use of DDT against fleas and 1080, a new poison, against rats. But pneumonic plague disseminated by aerosol is independent of both rats and fleas. Europeans and Americans probably have a low resistance to it, since they have had no opportunity to develop immunity through exposure.

The most advanced data on the spread and control of plague is probably locked up in the research files of Navy Medical Research Unit No. 1. The Navy's guarded description of the disease investigated by NAMRU No. 1 fits plague better than any other. The hypothesis is supported by the location of the laboratory in California, where plague is known to be endemic in the wild rodent population. The danger that the disease might spread to other parts of the country forbids experimentation with plague east of the Rockies.

In addition to the development of protective measures against whatever it was dealing with, NAMRU No. 1 reported progress along offensive lines, including "new and highly specialized techniques for the growth and maintenance of highly infective cultures in great quantity, and for their ultimate dispersal in experimental mists."

Plague, however, is a double-edged weapon. It is doubtful that any nation would dare use it unless it had an absolute defense against it, lest an uncontrollable chain reaction overwhelm aggressor as well as victim.

A less explosive and in some ways more promising airborne agent is anthrax. The anthrax organism attacks both animals and men and is extremely durable. Bacillus anthracis goes into a spore state, in which it is capable of surviving ordinary sterilization procedures and hibernating indefinitely. Animals pick it up in pastures and contract an intestinal infection. Men contract it in the form of a skin infection through direct contact with infected meat or hides, or as a respiratory infection, through inhalation of airborne spores. The respiratory form is the more serious. It resembles a severe and intractable pneumonia. Clinical tests at Camp Detrick have established penicillin, however, as an effective treatment for anthrax.

Aerosols are versatile

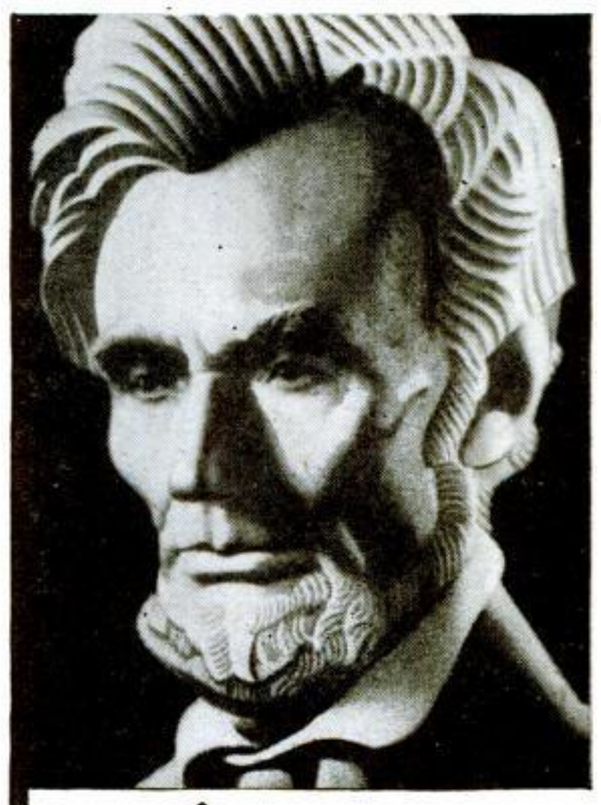
IN selecting its agents, biological warfare is not necessarily limited to disease organisms that are airborne in nature. Possible alternatives include tularemia, an infection contracted from the handling of diseased game animals; brucellosis, or undulant fever, a cattle disease transmitted to man in milk; yellow fever, a mosquito-borne disease, and even typhus, which in nature is transmitted by lice and ticks. Every one of these diseases has been caught by bacteriologists without intermediary agents. Both Howard Taylor Ricketts and Stanislas von Prowazek, after whom the *Rickettsia prowazeki* of typhus is named, died of laboratory typhus infection. Of the seven casualties from tularemia at Camp Detrick, four were cases of pneumonic tularemia, an infection seldom observed outside of the experimental laboratories.

In all of these cases the medium for infection was an aerosol. Photographic studies at Camp Detrick showed that infected aerosol droplets are launched into the air by such routine procedures as shaking, pouring and pipeting culture solutions. In bacteriological warfare this same laboratory situation is reproduced out-of-doors on a grand scale.

Theoretically an aerosol can be made to carry any disease organism in the book. This is the major frontier of future BW research. Its most promising lines of exploration are the rickettsiae and viruses. Certain strains of Rocky Mountain spotted fever, a native U.S. rickettsial infection, have a case fatality of 90%. Viruses, in addition to such familiar diseases as rabies, parrot fever, flu and yellow fever, also cause a number of new and insidious infections of the central nervous system, grouped under the heading of sleeping sickness. It is conceivable that one branch of BW research might devote itself to achieving the development of further new virus agents along this line.

The agents of biological warfare designed for application to agri-

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SEALS WITHOUT MOISTENING

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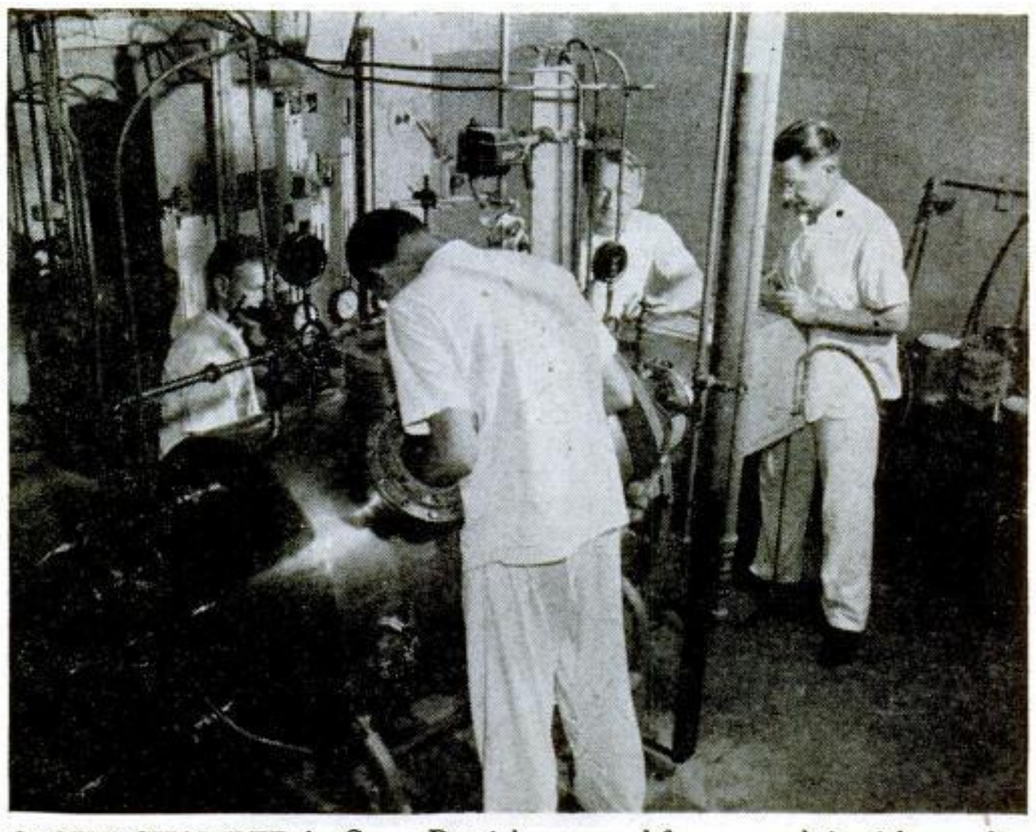
IMPORTANT: For your protection, insist on "Scotch" Brand transparent tape. Always look for the name "SCOTCH" and the Scotch plaid design.

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THE 3M COMPANY

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CLOUD CHAMBER in Camp Detrick was used for research in airborne disease. Instruments and animals in chamber were handled through glove ports.

BW CONTINUED

culture could cripple the economic life of a nation. A disease organism like anthrax, which is equally dangerous to humans, would be the weapon of choice against cattle. Most nations, however, consume their cereals directly, without prior conversion in the stockpen, dairy or henhouse. In a biological war the knockout blow, therefore, would be aimed at field crops. This would create a dearth of feed as well as food and would starve both cattle and men.

Like plague, the natural plant diseases used as military weapons can be a boomerang to the aggressor. An epidemic of wheat rust, once established in a region, would severely reduce the wheat harvest for years after its military objective was accomplished. Virus rice disease and self-propagating potato blights might prove equally hard to eradicate, leaving the victor with the problem of feeding not only himself but the vanquished as well.

More decisive in their effect and limited in their aftereffect are the new, man-made botanical agents, the so-called "growth regulators." They are synthetic plant hormones which derange the growth processes of the plant. The result is that certain tissues in the plant lose their growth pattern, overthrow the precise balance that makes a plant an integrated organism and destroy the plant as a whole. Depending on the timing of the attack, whether early or late in the season, the effects can be accurately specified in advance. Applied at the right time, the growth regulator can leave the growing crop apparently unharmed yet entirely destroy its capacity to bear fruit. Such agents are extraordinarily potent. Even in extreme dilution a few drops on a leaf will kill the whole plant.

The weed-killer known as 2,4-D is a typical growth regulator. It is a specific for broadleaf plants and harmless grasses. As a weapon, however, it could be used to destroy alfalfa, clovers and soybeans —conversely, agents like iso-propyl-phenyl-carbamate attack grasses but not broadleaf plants. In war they can be used against wheat and grain crops.

These are two out of a thousand such chemicals assayed at Camp Detrick. Several more equally important compounds are due to emerge. It is the sober judgment of scientists in the field that "eventually any living plant process may be brought under control through critical use of some growth-regulating substance." There are, for example, growth regulators which will set and develop various fruits without pollination or seeds. It is worth emphasizing, however, that these compounds are the product of fundamental research carried on long before World War II. Camp Detrick's contribution in developing them as munitions has been to hasten their application in peace.

The biological warfare program has yielded developments of equal and even greater significance in human and veterinary medicine. The veterinary achievements are clear-cut. Three positive vaccines have been produced against three major livestock diseases. Against human diseases, in addition to botulinus toxin and toxoid, BW research has brought important progress in knowledge and control of the mechanics of airborne disease and in the use of the new antibiotics, streptomycin and streptothricin.

It is not surprising that so much immediate good should flow from research into the destructive possibilities of the biological

CONTINUED ON PAGE 130

DON'T WORRY ABOUT YOUR SEPTIC TANK



You, too, can benefit by using SANI-FLUSH in cleaning toilet bowls—just as city people do! SANI-FLUSH will not harm septic tank action. It's the disinfecting toilet bowl cleaner that removes germ-laden stains and film chemically—the cleaner that saves messy work. Write for scientific report that proves its safety. Remember—a clean toilet bowl has no odor.

Good in hard or soft water—sold everywhere—two handy sizes. The Hygienic Products Co., Dept. 172, Canton 2, Ohio.

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PROVES WONDERFUL
to promptly relieve misery of
SKIN RASHES



Also Aids Healing!

Here's a Doctor's antiseptic formula—Zemo —a stainless *liquid* which appears *invisible* on the skin—yet so highly medicated that first applications relieve itching, burning of simple skin rashes, Eczema, Athlete's Foot and similar skin and scalp irritations due to external cause. Zemo is backed by an amazing record of success! First trial convinces. In 3 sizes. For severe cases ask for special *Extra Strength* **ZEMO**

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CORNS
6 Waterproof Pads . . . 4 medicated discs . for quick, safe removal of corns.

CALLOUSES
Callous Pads, waterproof, remove pressure; 3 large medicated discs remove core.

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Bunion Pads...Waterproof . medicated . . . *Relieve Pressure.*

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WITH AN AMAZING NEW ELECTRIC DRY SHAVER!



ONLY Packard Offers You These Exclusive Features

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Here's today's greatest news in shaving! The finest precision-built electric dry shaver ever developed! *Four* smooth round heads that cut shaving time in half! Exclusive features found in no other electric dry shaver! And a magnificent, real-leather traveling case . . . saddle-stitched . . . and fitted with two separate pockets for cord and shaver! Yes, here's a rich, luxurious combination that promises to every man who shaves, "*Next to your face,* ***PACKARD*** *is priceless!*"

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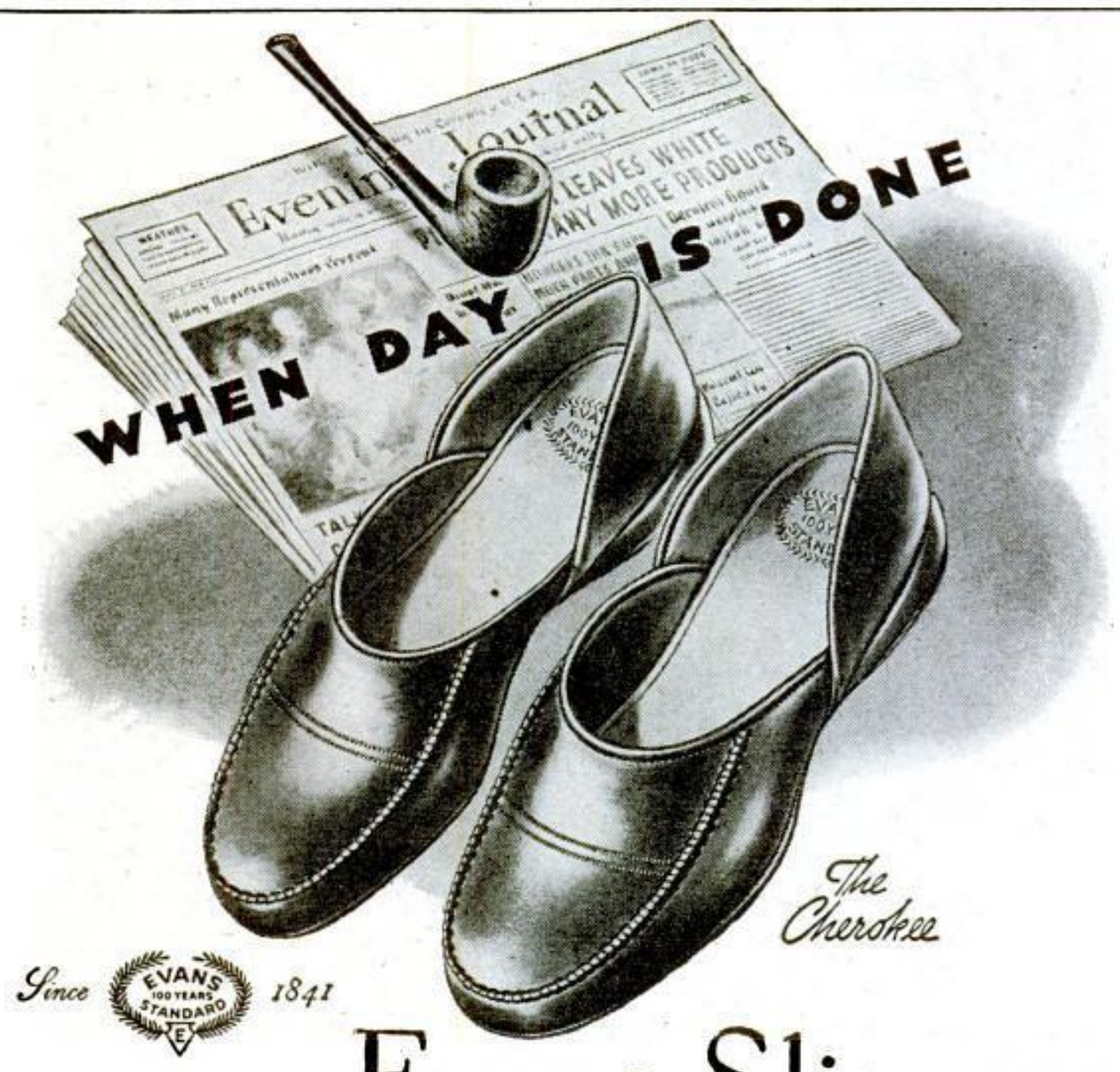
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sciences. In biology there is an antitoxin for every toxin, an antibody for every virus. Thus, like all scientific knowledge, bacteriology is of itself neither good nor evil. The atomic bomb does not make nuclear physics evil, and the practice of medicine does not make the science of biology good. The burden of morality is upon man, who determines their use.

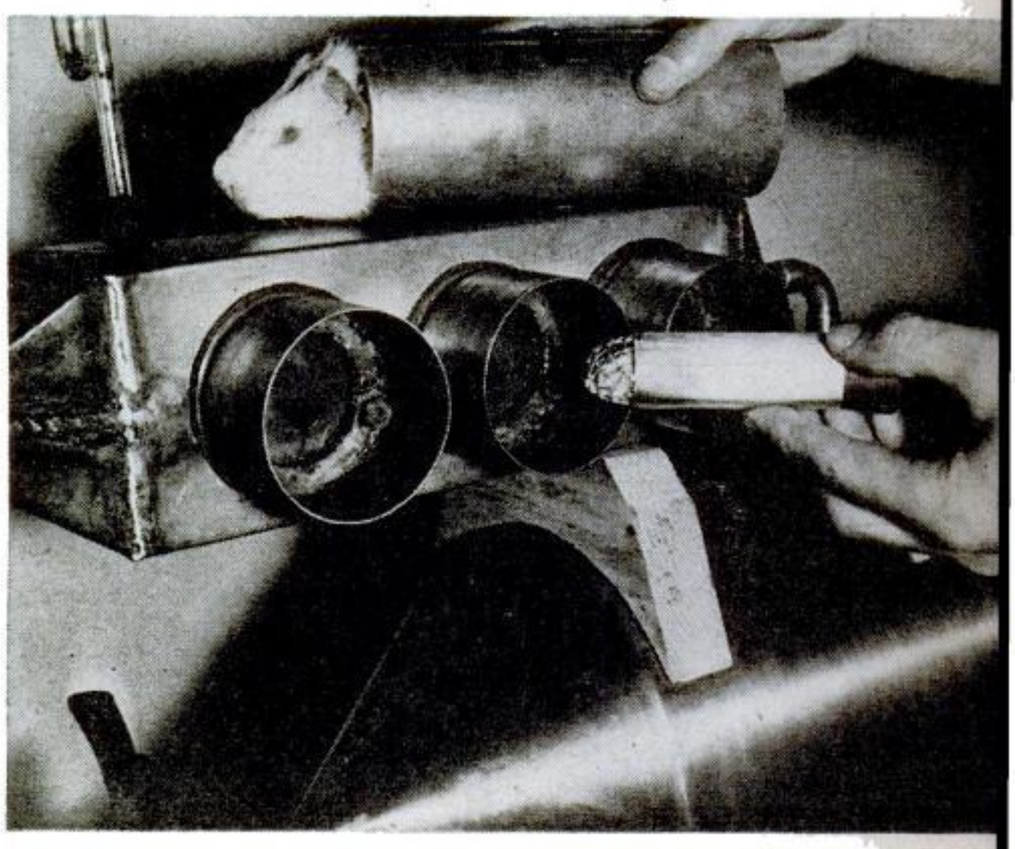
The future of all science is involved in this equation of good and evil. The life and breath of science is freedom. Its progress depends especially upon the scientist's freedom to communicate his knowledge to others. Until World War II science belonged to the peoples of the world. Scientists were members of a true world society. But today that society is split into national states, and the frontiers of public domain have been staked out in the name of military secrecy.

The biologists of Camp Detrick have less cause for complaint than their colleagues at Los Alamos. They are satisfied that the War Department is meeting its obligations to the public by releasing the constructive findings incidental to research in biological warfare. But they dread the future.

A biological armament race could bring progress in medicine and biology to a dead halt. The mere threat of one would cripple advances along certain lines. Cancer research, for example, might conceivably develop growth regulators with as much potency for human tissues as 2,4-D for plants. Under the threat of another war almost any scientific discovery could be a threat to national security. Physicians and biologists would be morally obliged to clear their publications through military censorship or, like the nuclear physicists in 1939, to set up their own system of security. And in secrecy science suffocates.

How to bring the development and production of biological weapons under international control is already on the agenda of the United Nations commission on atomic energy. Under the U.N. Assembly resolution, the commission is charged with responsibility for "other major weapons adaptable to weapons of mass destruction." In the case of atomic bombs and toxins the nuclear physicists have been able to project a technologically feasible system of inspection and control. But technicians in the biological field have little to offer. Biological warfare has no hooks on which to hang a Baruch plan. The production of atomic weapons involves a massive new technology and a vast industrial system of its own. It is possible now, before the plants are built, to set up an inspection system that might work. The biological weapons pose an entirely different problem. Almost any biological laboratory, any brewery, distillery or organic chemical plant can be used to produce biological weapons with the installation of relatively unobtrusive safety equipment. Many of the processes and even the products of research and production are identical with those of peaceful operations. A biological arsenal could be tucked away in the industrial section of a city without arousing suspicions. Short of installing a huge and fantastically complex international inspection system, which would almost surely fail, there is no conceivable method of control.

Realistically there are no bypaths to the issue of biological warfare. The way to control biological warfare is to prevent war itself. "There might be some debate as to what weapons will be used in the next war," says one biologist, "but there is no question about the one after that. They will be stones and spears."



FOR AIRBORNE DISEASE EXPERIMENT at NAMRU No.1 laboratory a guinea pig and mouse, in holding tubes, are prepared for a cloud chamber

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Westward slips your Constellation, *its shadow fleeting on the nation's snow-bound farms, humbling the Great Divide, gliding down Pacific slopes to find the suns and colors of the Golden State.*

Choose the leader – the Lockheed *Constellation* – when you fly at home or overseas. GREATER SPEED: fastest transport in service. GREATER COMFORT with the high-flying smoothness of the exclusive Normalair cabin. GREATER SAFETY: more surplus horsepower than any other transport. See travel agent or leading airline. Make certain your ticket reads *Constellation* – the only leader.

Illustration:
A *Constellation* wings over the timeless symbols of California–the fiestas of former Spanish days, the azure Pacific, graceful palms, and sunshine. Water color for Lockheed Aircraft Corporation by George Sheppard.

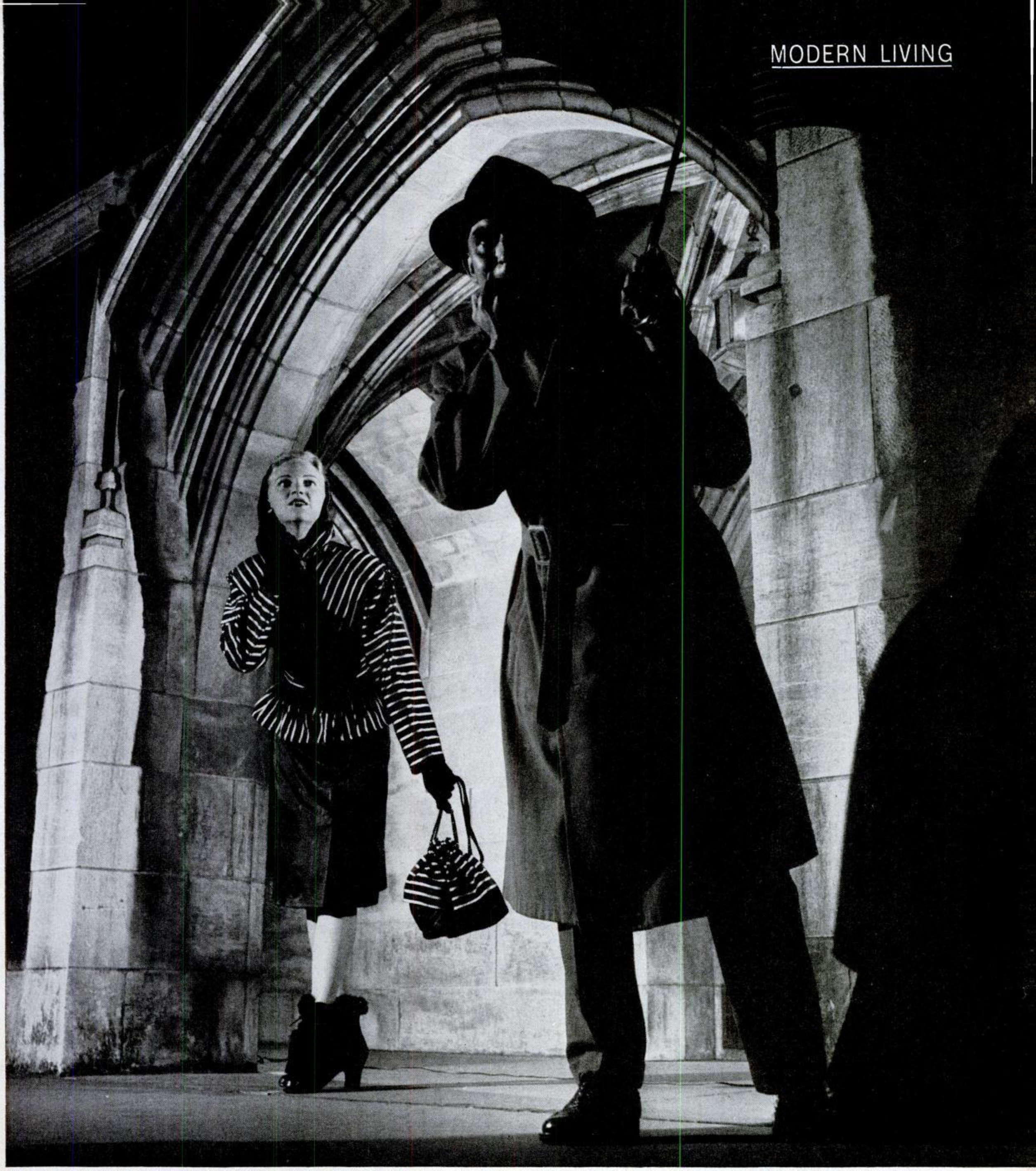
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IN HER FITTED COAT OF BLACK- AND PINK-STRIPED SATIN WITH MATCHING HANDBAG AND HOOD, THIS GIRL IS DRESSED BOTH FOR A PARTY AND A DOWNPOUR

PARTY RAINCOATS

A new treatment makes delicate fabrics practical in wet weather

The girl peeking around the doorway shown above could come out in the downpour without hurting her dressed-up outfit a bit. This coat and the one on LIFE's cover are two of the new fashions shown recently in New York at the first convention ever held by rainwear manufacturers. Like other party clothes, the coats are made of fancy fabrics—striped and plain satins, velvets, brocades—but the fabrics have been chemically treated so that water will not stain, mat or tarnish them.

Up to now raincoats have looked like what they were, and a girl going through the rain to a party had to dress for one or the other. As these samples by Sherbrooke Rainwear show, the coats will resemble cocktail suits and evening wraps. Now that tight fabric restrictions have been abolished, production has already started. But a woman who wants a party raincoat had better not throw her old one away yet. Except for the one on page 136 the new ones will not be available until next July.

CONTINUED ON NEXT PAGE

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The turkey has the last laugh if you leave the table more stuffed than he was. Don't! But if you can't resist, be gentle with the stomach distress that may follow . . . take soothing PEPTO-BISMOL!

NEVER UPSET AN UPSET STOMACH!

Don't add to the upset of an upset stomach with overdoses of antacids or harsh, drastic physics! *Take soothing* PEPTO-BISMOL! This pleasant-tasting preparation is neither antacid nor laxative. *Its action is different.* It spreads a soothing, protective coating over irritated stomach and intestinal walls, thus helping to calm and quiet common digestive upsets. Get **a bottle today!**

Recommended for children as well as adults. Three sizes at your druggist's—or by the dose at his fountain.

Take soothing PEPTO-BISMOL ..*to relieve* queasy, uneasy, upset stomach; distress after over-indulgence; nervous indigestion; heartburn . . . *And to retard* intestinal fermentation; gas formation; simple diarrhea. If you do not get prompt relief, see your physician.

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Pepto-Bismol for UPSET Stomach



FOR THEATER AND OPERA women may wear these formal rain capes. One at left is made of a new metallic fabric which will not tarnish. One at right

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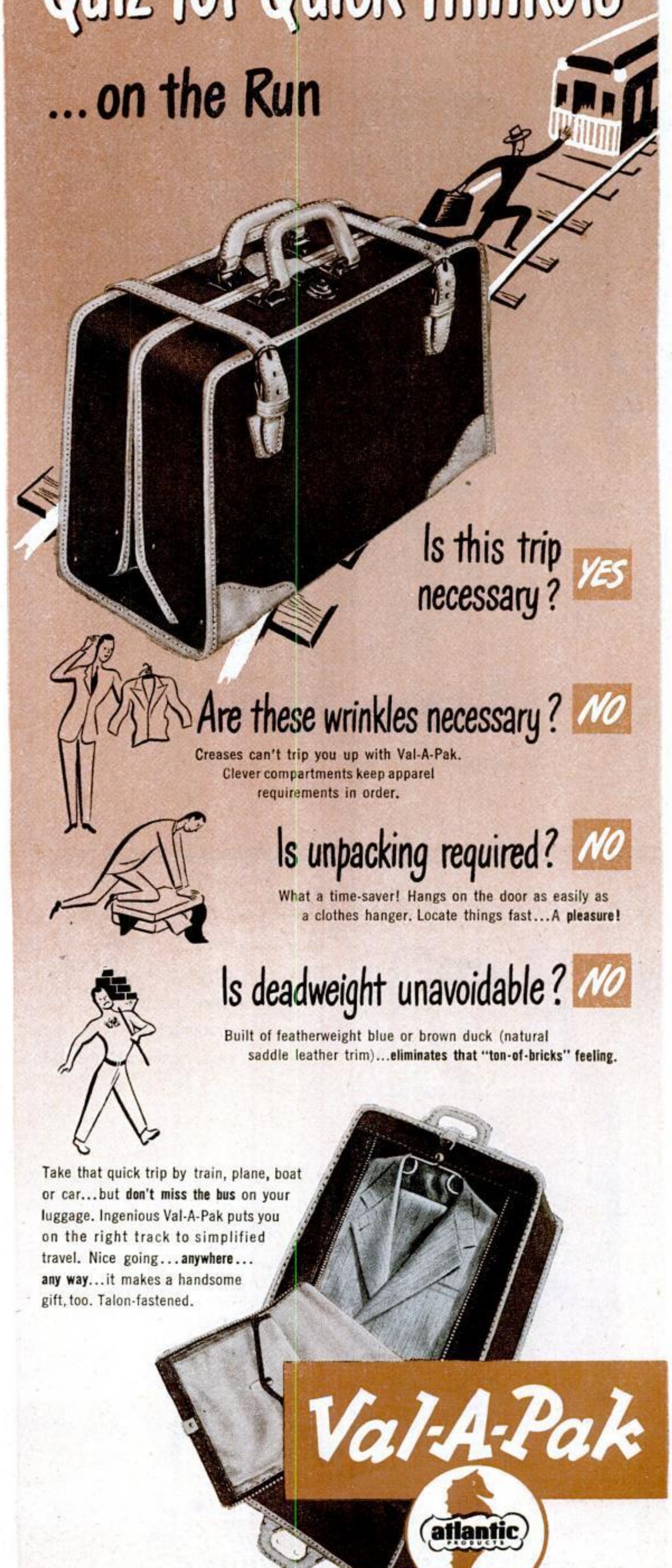


is of velveteen treated so that drops of water will not mat the pile. Operagoers evidently need rain capes badly because last year it rained on 23 opera nights.

CONTINUED ON NEXT PAGE

Quiz for Quick Thinkers

...on the Run



Is this trip necessary? YES

Are these wrinkles necessary? NO

Creases can't trip you up with Val-A-Pak. Clever compartments keep apparel requirements in order.

Is unpacking required? NO

What a time-saver! Hangs on the door as easily as a clothes hanger. Locate things fast...A **pleasure!**

Is deadweight unavoidable? NO

Built of featherweight blue or brown duck (natural saddle leather trim)...**eliminates that "ton-of-bricks" feeling.**

Take that quick trip by train, plane, boat or car...but **don't miss the bus** on your luggage. Ingenious Val-A-Pak puts you on the right track to simplified travel. Nice going...**anywhere...any way**...it makes a handsome gift, too. Talon-fastened.

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"Just the chap we've been waiting for"



Johnnie Walker joins the crowd . . . between acts at the Opera



Both 86.8 Proof

When genial Johnnie Walker puts in an appearance . . . it's an occasion that invariably draws special notice. Known by everyone, everywhere . . . this choice scotch whisky is renowned for its satiny smoothness, its mellow perfection.

Popular Johnnie Walker can't be everywhere all the time these days. If occasionally he is "out" when you call . . . call again.

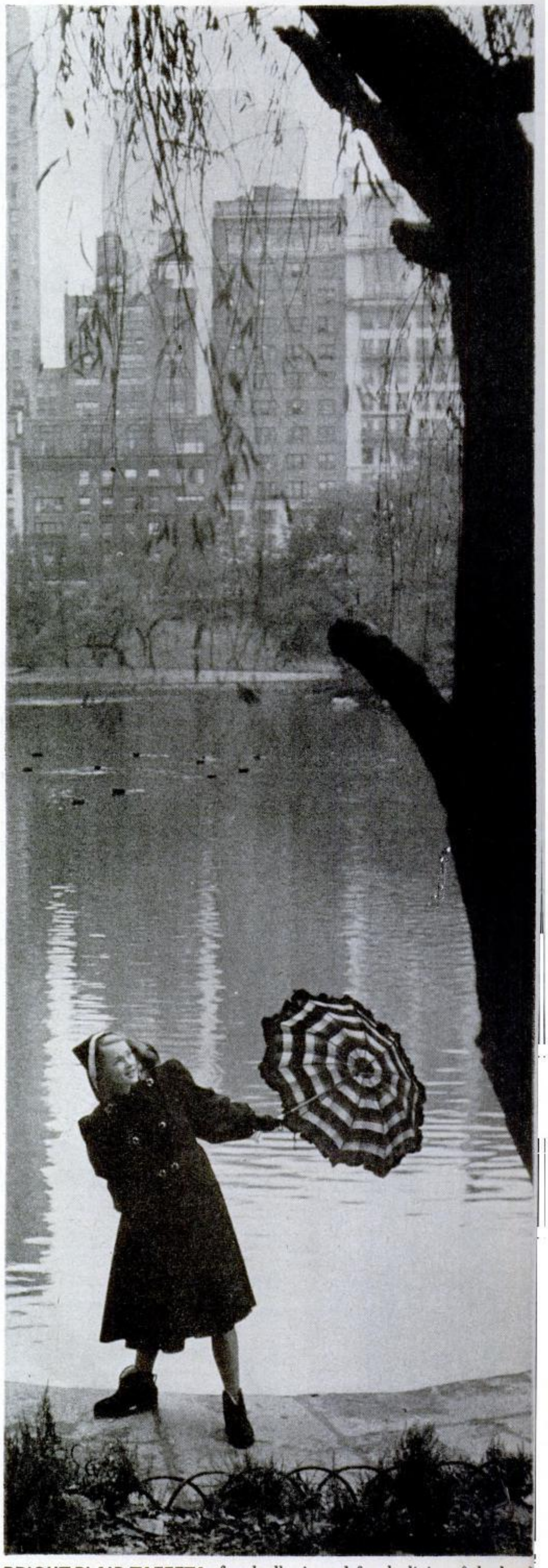


BORN 1820
. . . still going strong

JOHNNIE WALKER

BLENDED SCOTCH WHISKY

CANADA DRY GINGER ALE, INC., New York, New York • *Sole Importer*



BRIGHT PLAID TAFFETA of umbrella is used for the lining of the hood and coat worn by girl above. Coat is made of faille in gray, yellow, red, aqua.

CONTINUED ON PAGE 138

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MODERN WATCHMAKING

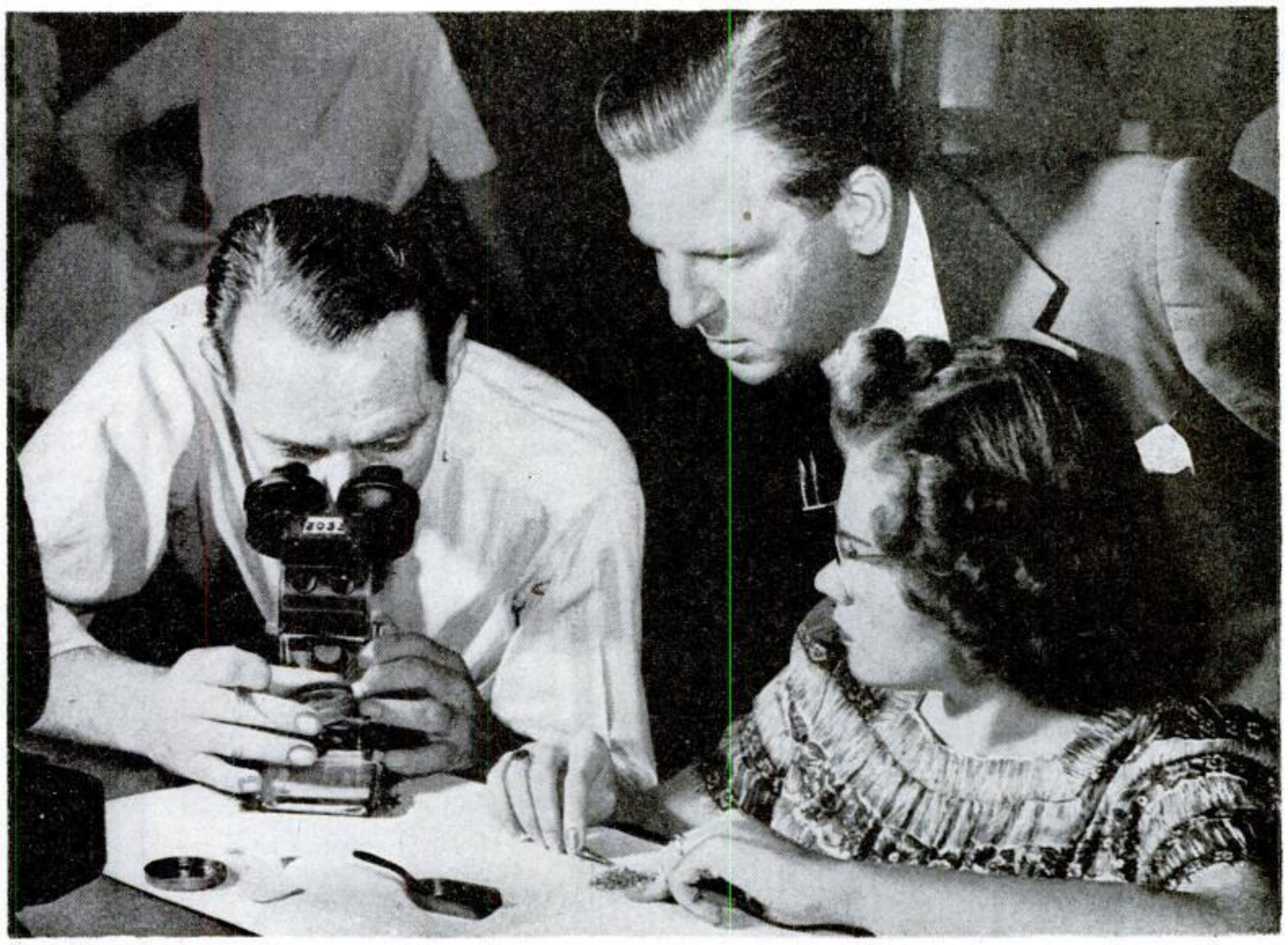
Mutual's famous radio commentator, Fulton Lewis, jr., pays visit to the Hamilton Watch Company and sees how fine watches are made today



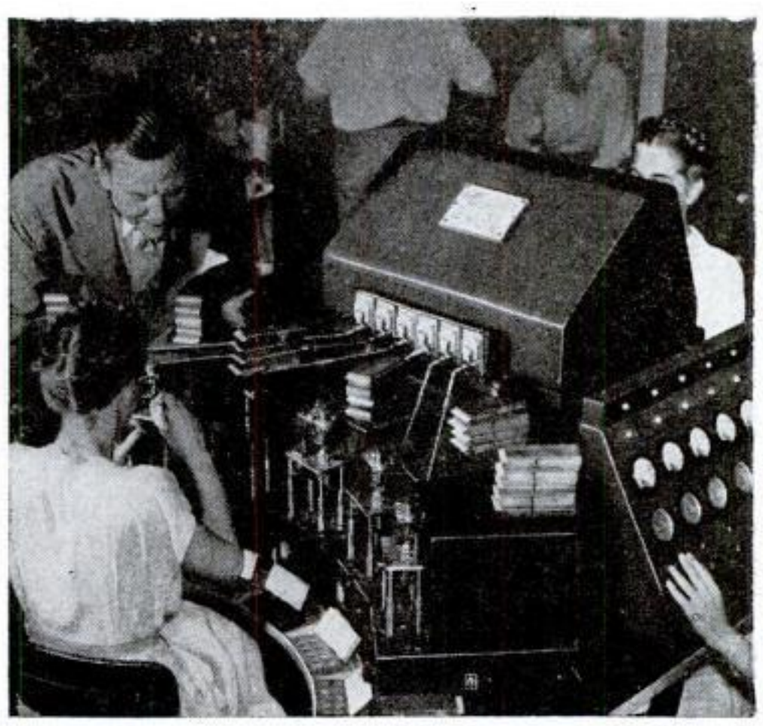
Some people think that really fine watches are made by nearsighted old men who are invariably Swiss. So did Fulton Lewis, jr., famous commentator whose nightly radio broadcasts are listened to eagerly by millions of Americans. Recently Mr. Lewis visited the Hamilton Watch Company's modern factory. And though he did find hundreds of skilled old craftsmen who worship accuracy and loathe error with a kind of religious fervor, he also found that all these old watchmakers are Americans—and they work beside people who are not only Americans but young to boot. They work in air-conditioned, fluorescent-lit rooms, running machines that are appallingly complicated.

For instance, Mr. Lewis was shown one machine that looked to him like a cross between a huge theatre organ and a telephone switchboard. This uncanny machine is called an "Electronic Vibrator," and it can actually predict the accuracy of a watch *before the watch is put together!* But what amazed Mr. Lewis most was the microscopic smallness of watch parts. Some are so tiny that one wouldn't cover the period at the end of this sentence. And occasionally, when a Hamilton worker has a speck of dust in his eye, the speck turns out to be one of these parts!

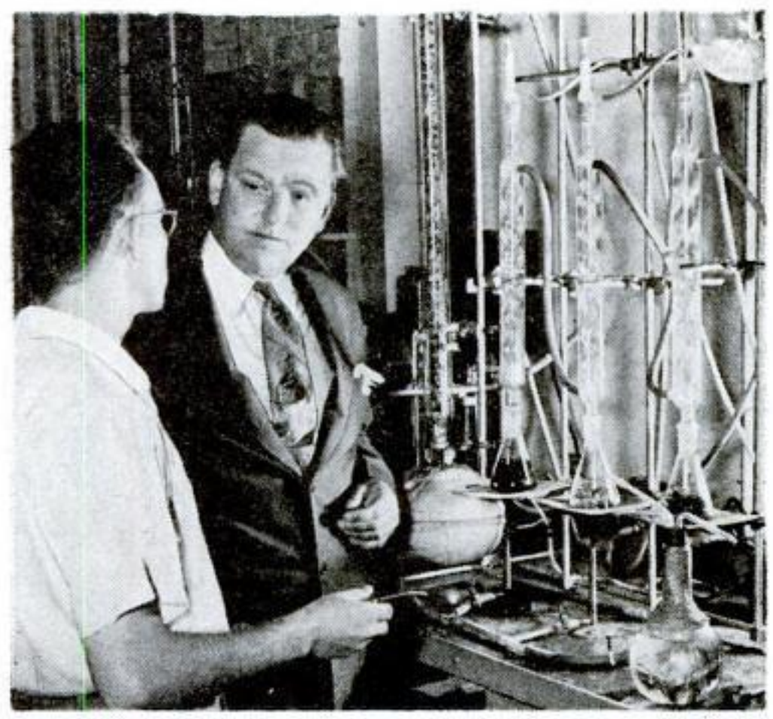
One day is hardly long enough to learn how a fine watch is made. But Mr. Lewis did learn this from his visit to the Hamilton factory: a fine watch is the product of incredible human skills, unbelievably precise machinery, unrelenting inspection and constant scientific research. "Or, to put it simply," says Mr. Lewis, "a fine watch is a Hamilton Watch!"



Inspectors inspect inspectors at the Hamilton Watch Company. Fulton Lewis, jr. (center), looks on as a chief inspector checks the work of an assistant. Every Hamilton Watch is inspected 750 times before leaving the factory. One of the words Mr. Lewis heard constantly was "tolerance"—the amount of variation allowed in a watch part. At Hamilton tolerances are as close as .00002—or 100 times smaller than the diameter of a human hair.



Fulton Lewis, jr., is intrigued by the amazing "Electronic Vibrator." This superhuman machine, developed by Hamilton engineers, can actually predict the accuracy of a watch before it is put together.



Probably the world's most expensive oil is distilled in Hamilton's own miniature refinery. Fulton Lewis, jr., inspects a corner of the refinery; learns that Hamilton Watch oil, with its development, costs $6,000 a pint.



A tardy timepiece would be quickly unmasked by this device. Accurate to 1-100 of a second, this "Comparator" helped Hamilton turn out the world's finest chronometers by the thousands for the Navy in wartime.



Hamilton's experience building railroad watches and other high precision instruments assures greatest accuracy in every grade. Left to right: LESTER—19 jewels, 14K natural gold-filled case, $66; WESLEY—19 jewels, 14K natural gold case, $180; FL-12—17 jewels, 14K natural gold case and mirror-faceted link bracelet, $275; LANA—17 jewels, 14K natural gold case, $66. All prices include Federal Excise Tax. Hamilton Watch Co., Dept. B-18, Lancaster, Pennsylvania.

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No! It's no pipe-dream! Rub your eyes, pinch yourself, and look again! WEBER once more brings you that same famed "Cavalier," aristocrat of imported briars . . that same cooler, mellower smoking...that same superb design and craftsmanship which is the hallmark of all WEBER imported briars! At leading tobacconists.

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GREEN AND BLACK SATIN in bold stripes is used for both dresslike coat and umbrella. This raincoat, which also appears on LIFE's cover, will cost $60.

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For the 1 man in 7 who shaves daily

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NO BRUSH

Modern life demands at least 1 man in 7 shave *every day*—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider *protects* your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean *without scraping or irritating*. It's quick and easy to use. Needs no brush—not sticky or greasy.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular dealer's. Or send us your name and address with ten cents—and we'll mail you a guest-size tube, enough for three full weeks. The J. B. Williams Co., Dept. LG-20, Glastonbury, Conn., U. S. A. (*Canada:* Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

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FITTED CASE— Lustrous cowhide. Completely outfitted.



STUD BOX— For safe keeping of a man's jewelry. Innerlined with suede.

WALLET— Slim and light. *Style Stitched with Nylon* for smartness and strength. For men & women.



Ask for other Rumpp leather products in leading stores. Look for the Rumpp trademark.

RUMPP "the Sterling of Leatherware"

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Don't be a NERO at ZERO!



. . . or you may fiddle away your car's life this winter!

Nero fiddled while Rome burned. The life of your car can be fiddled away, too. Cold engines can wear out quickly if your oil is rigid with wax! New Pennzoil is free of solid wax even at zero. It's *double-quick—starts* faster, starts *protecting* faster!

A new kind of process removes the waxes that become solid. This keeps Pennzoil clear and fluid at zero and below. Your engine turns over easier, starts quicker. And Pennzoil reaches every vital part faster to lubricate safely during the critical starting time when 90% of engine wear usually takes place.

Those Pennzoil qualities that make it the finest of Pennsylvania oils still remain. There's still that tough, protective film—still that ability to hold up, resist sludge and other harmful deposits. For a safer, freer engine this winter, change over *now* at the familiar Pennzoil sign.

NEW "Z" OIL flows at zero because it's CLEAR of wax!

Waxes that crystallize at low temperatures make many oils rigid and slow acting. Pennzoil's new selective solvent dewaxing process takes out these particular waxes. This keeps Pennzoil clear and fluid at zero and below. That is why Pennzoil *starts* faster, *protects* faster all winter.

Sound your "Z" PENNZOIL

SOUND YOUR Z
100% Pure Pennsylvania
PENNZOIL
Safe Lubrication

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"MAN FROM MARS" receiving set (*left*) and "Happy Hooligan" set (*right*) were used to receive directions from television control booth. Jarrett Hathaway (*right*) is the inventor of radio ear which replaced the old sets.



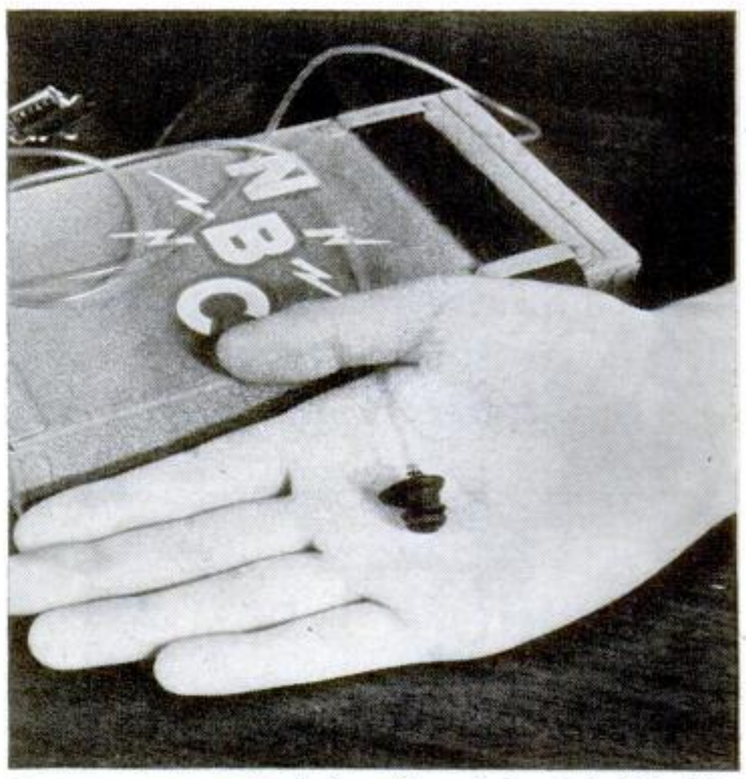
ACTRESS WEARS RADIO EAR WHILE SHE PERFORMS

RADIO EAR

A new invention helps television directors look less like Martians

Until recently radiomen who worked on the futuristic-sounding television programs looked the way futuristic men should. Indeed they went around looking like lost Martians, wearing antennae on their heads and carrying radio sets which they used to broadcast to each other between control room and studio floor. While this grotesque arrangement was better than the earlier telephone wires, which had snagged scenery, cameras and actors, it still was inefficient and uncomfortable. The wearers, moreover, grew irritated at being the butt of weary jokes. Engineers of the National Broadcasting Company have finally rescued them with a new device called the "radio ear."

The radio ear is a pocket-sized receiving set no bigger than hearing aids deaf people use. The set connects to an earplug so small it can be worn by actresses while they perform before television cameras. With the radio ear a television director can now cue actors without rising from his seat.



THE RADIO EAR is size of man's hand, is linked by vinylite tube to earplug, which serves as transmitter.

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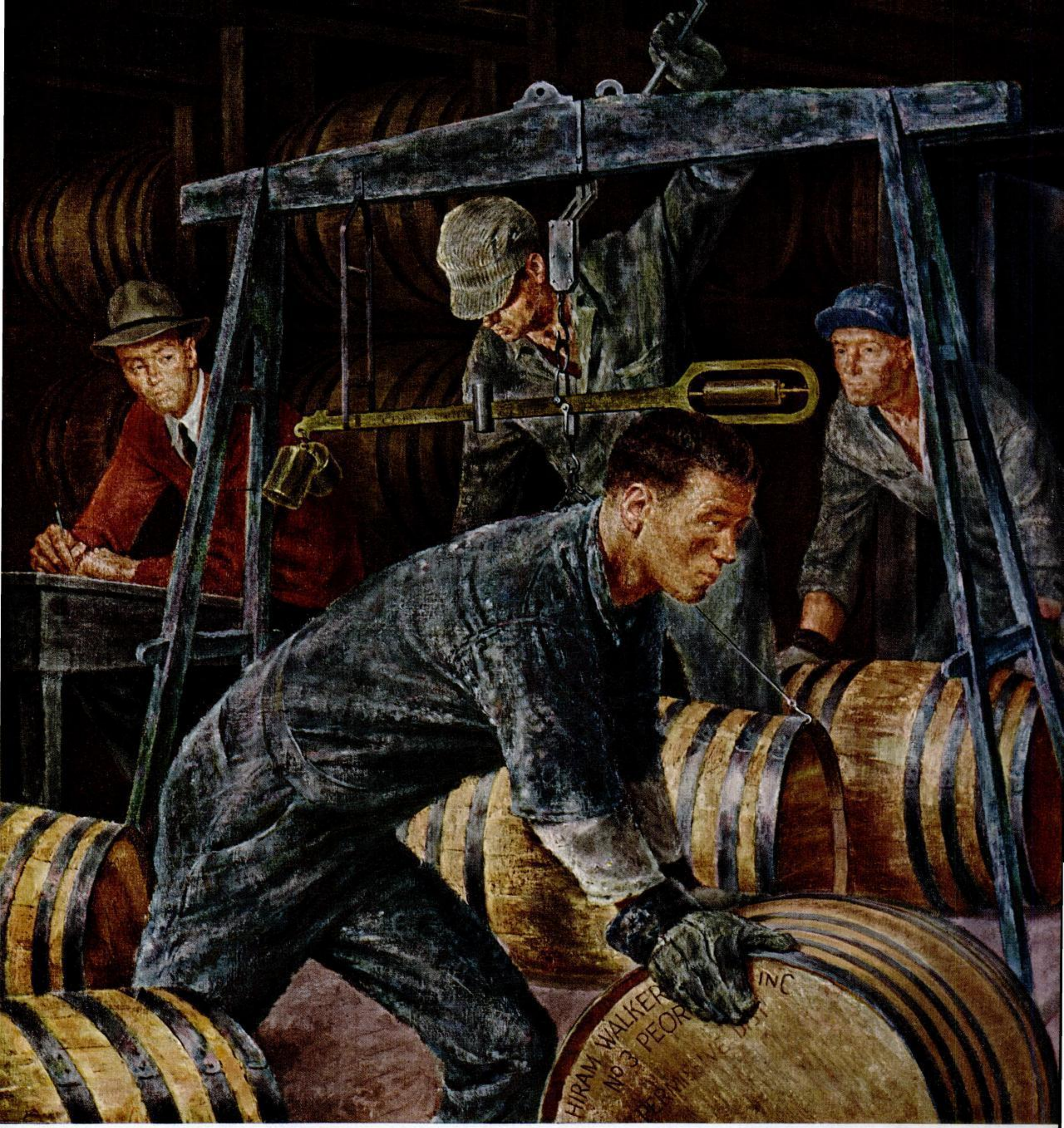
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Eagleknit

The greatest name in knitted headwear!

Eagle Knitting Mills, Inc., Milwaukee • New York





"Weighing the Aged Whiskey"—painted at the distillery by the famous artist, Joseph Hirsch

88 years at fine whiskey-making

makes this whiskey good

IMPERIAL

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Hiram Walker's Blended Whiskey

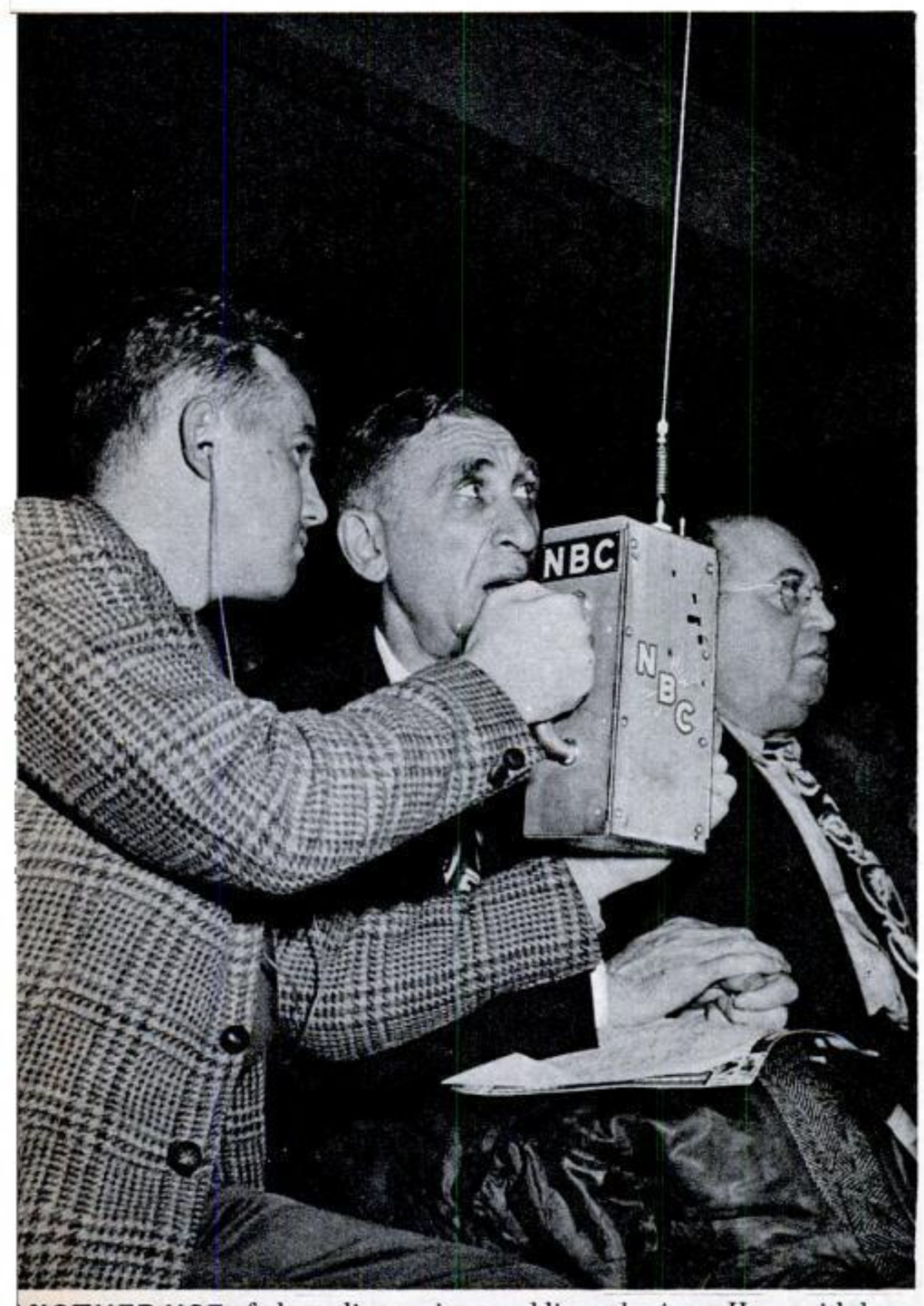


86 proof. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.

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COMPACTNESS of radio ear is shown by Television Actress Cloris Leachman. Ordinarily she might conceal it under her dress, but even in a bathing suit she can face cameras and her "ear," strapped to her back, does not show.



ANOTHER USE of the radio ear is at public gatherings. Here, with long-range television camera trained on him from control booth 100 yards away, announcer Bob Galvin (*left*) gets cue on radio ear to interview a prizefight fan.

All the world is serene
In that moment supreme
When I'm smoking
My Blackstone Cigar



"There it is, darling . . . our own dream home! Just as we've imagined it in the smoke of my Blackstone Cigar."

Dreams that come true, often originate in the enjoyment of a Blackstone Cigar. Because this cigar puts you so completely at peace with the world. Blackstone is so mild, so mellow, so satisfying. Filled 100% with the finest long-leaf Havana tobacco. Important too: Blackstone Cigars are made in one of the most modern cigar plants in the world. Waitt & Bond, Inc., Newark 5, New Jersey.

Relax with

Blackstone Cigar

the choice of successful men

FIVE FAVORITE SIZES: PERFECTO EXTRA, KINGS, CABINET EXTRA, PANETELA DE LUXE, BANTAM

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IN A MAKESHIFT APACHE CELLAR ALAN CARSON HURTLES OVER HIS PARTNER HELEN HALE AS THEY IMITATE THE VIOLENT MANEUVERS OF DANCE OF THE APACHE



OFF-THE-SHOULDER BLOUSE was popular at the dance among girl students trying to look like apaches. Here Chadelyn Hulburt, 18, signs the fraternity guestbook.

Life Goes to an Apache Party

California students imitate Parisians at a fraternity dance

The students of the Theta Chi fraternity at the University of California se aside one day each year to test a theory of theirs that girls like to be throwr around. The occasion for this behavior is the fraternity's annual apache party patterned after the life of the hoodlums who populate Paris' underworld. A this year's affair Theta Chi's feminine guests were required to dress as typica Parisian molls, in loose blouses or striped sweaters, slit skirts, mesh stocking and gaudy garters, while the men attired themselves in caps, neckerchiefs sweaters and tight-fitting trousers. To get to the dance floor, which was sup posed to look like a Montmartre basement, the girls had to climb through trap door and down a ladder (*see opposite page*). They were also obliged t crawl through a darkened tunnel to reach the powder room, which was indeli cately rigged up with bells and whistles. While the California versions of th Parisian apache dance were amateur, the most effective performance of th evening was given by two students from the Dramatic Arts school (*see above*) Since liquor is banned at the fraternity, couples had to be content sippin wine in dimly lit corners. During the party one of the fraternity brothers mad the mistake of announcing his engagement and was unceremoniously dumpe into the fraternity's garden pool (*see p. 149*). After five hours of this sor of thing the dance committee counted heads and reported none bleeding o bruised. They also reported that the girls said they liked being thrown aroun

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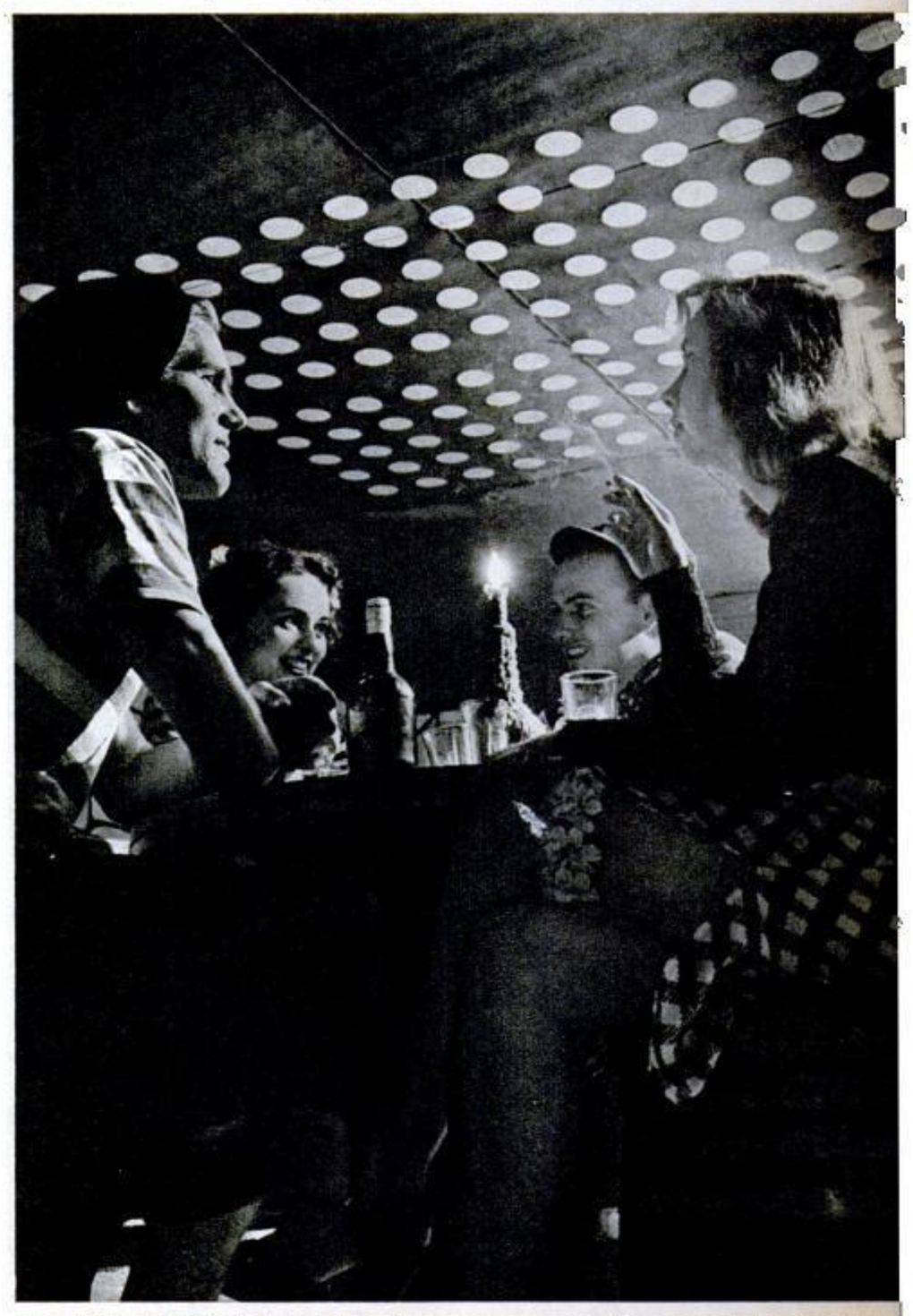
OOSTS MADE GIRLS DUCK THROUGH TUNNEL (ABOVE) TO GET TO POWDER ROOM, CLIMB DOWN LADDER (RIGHT) TO EXHIBIT BEGARTERED LEGS WHEN THEY ARRIVED

MMA READ (BELOW), IN A STRIPED SHIRT, LOOKED MORE LIKE AN APACHE THAN MOST GIRLS AT PARTY, EASILY NEGOTIATED TUNNEL (LEFT) AND LADDER (RIGHT)

CONTINUED ON NEXT PAGE



BABY ALLIGATOR named Algi was brought to the dance floor by Bobby Stone. Between parties Algi, a product of Florida, lives in fraternity's pool



CELLAR ATMOSPHERE and wine are enjoyed by make-believe apache. Sidewalk glass (*top*) is simulated by light shining through perforated ceilin

CONTINUED ON PAGE 1



Meadors'

Southern Background to Flavor

Made in the deep South . . . in the very heart of the peanut country . . . golden-brown *Meadors' Peanut Brittle* is flavor-filled, crunchy, yet tender. It's literally crammed full of gloriously roasted, tempting choice peanuts! Yes . . . this marvelous peanut brittle has won acclaim the Nation over—just as it has attained front-rank popularity in the South.

Ask your dealer for *Meadors' Peanut Brittle* . . . you can recognize the tightly-sealed one-pound package by the photograph of Little Angela —"Sac-O-Sugah"!

Angela . . .
"Sac-O'-Sugah"

Meadors PEANUT BRITTLE

MEADORS MANUFACTURING COMPANY. GREENVILLE, S. C.

MADE WITH ONLY CHOICEST PEANUTS — SEPTEMBER THROUGH MAY

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Now...a luxury Hooded Pen for only $7.50

And...a quality pen for only $3.50



Christmas Inspiration...

Venus for everyone!

VENUS will make light work of your Christmas list! And—*there's a Venus Pen for everyone.* For the especially favored, give the new Venus *Hooded Pen*—a fine writing instrument, luxurious in all but the price, $7.50*.

For those on your list who must be budgeted—give the Venus *President*, a truly quality pen for a modest price, $3.50. With matching pencil, $4.90.

See both pens. Write with them. See what practical, smart and gracious gifts they are!

**Plus Federal Tax.*

VENUS

by the makers of the famous VENUS Pencils



AMERICAN PENCIL COMPANY

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BRINGING SUNNY MORNING FLAVOR FOR YOUR THANKSGIVING

Clear the way for pleasure when you celebrate Thanksgiving with Schenley Reserve! You'll find a *plus* . . . an *extra* measure of enjoyment in its Sunny Morning flavor. Every rich, mellow sip will tell you why Schenley Reserve is America's favorite!

PRE-WAR QUALITY

SCHENLEY

RESERVE

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. COPR. 1946, SCHENLEY DISTILLERS CORP., N. Y. C.

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FAVORITE ROOM for guests was small alcove where soft armchairs and American-style dancing relieved the antics performed on the main dance floor.



A DUNK IN THE POOL was given Don Hamlin by his fraternity brothers as an engagement present when he announced that he had "hung his pin."



How Can a Girl Go Wrong?

Certainly not by giving Royal Oak—the most distinctive toiletries the choosiest man could ever hope to pick for himself! Featured—and proudly—by fine shops everywhere.



Gift Set of three square cut bottles resting in a solid pickled oak tray—containing refreshingly scented Royal Oak Cologne and Powder and tingling Royal Oak After Shave Lotion . . . $7.50*





Left—Gift Set de Luxe—Royal Oak Cologne, After Shave Lotion, Powder, in rugged square cut bottles, and Royal Oak Shaving Soap in a hollow square of pickled oak, water resistant . . . $10.00*

Right—Gift Set for pleasant shaving—Royal Oak Shaving Soap and Royal Oak After Shave Lotion, in handsome gift box . . . $5.00*

All items available individually at $2.50* each.

*Plus tax on Lotion, Cologne, and Powder.

ROYAL OAK

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DISTINGUISHED REQUISITES FOR MEN

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ANOTHER SNOW MAN BEHIND THE EIGHTBALL!

MANAGER

– THAT NIGHT

I KNOW I'VE GOT ENOUGH ON THE BALL - BUT I JUST CAN'T GET A RAISE.

APPEARANCE COUNTS, TOO. WHY DON'T YOU TRY JERIS! GET RID OF THAT LOOSE DANDRUFF AND STOP LOOKING LIKE A SNOW MAN.

LOOKS GOOD! FEELS GOOD! SMELLS GOOD! AND ALL MY LOOSE DANDRUFF IS GONE!

JERIS

2 WEEKS LATER

HURRAY FOR YOU HURRAY FOR YOUR NEW RAISE! AND 3 BIG CHEERS FOR JERIS!

HE'S A SUCCESS! A REAL BALL OF FIRE NOW! THIS IS THE END FOR ME.

JERIS KEEPS HAIR WELL-GROOMED

FREE OF LOOSE DANDRUFF

ANTISEPTICALLY CLEAN

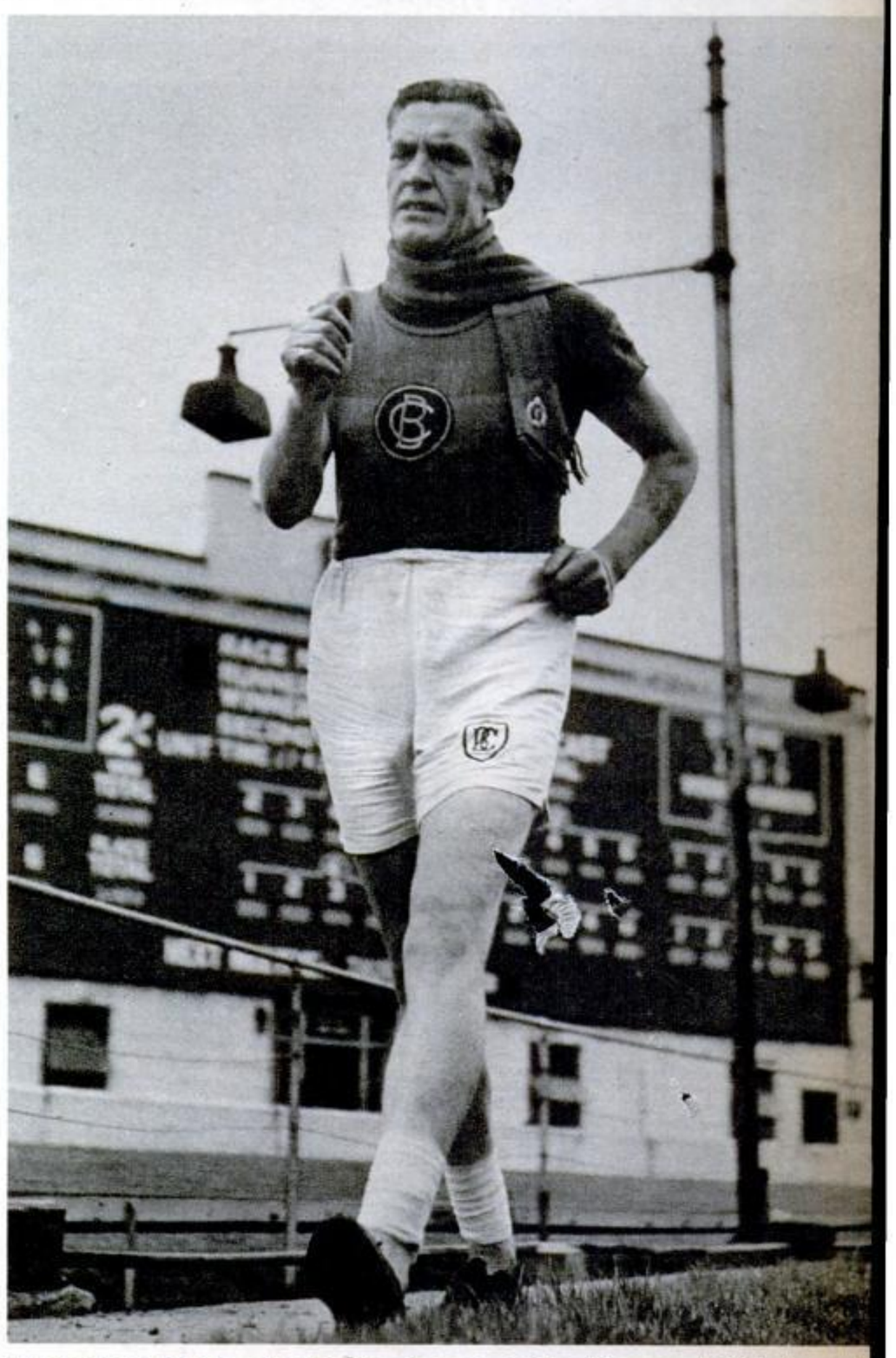
AND IT'S NON-GREASY

JERIS Antiseptic HAIR TONIC

NOW JERIS KEEPS MY HAIR WELL-GROOMED – ALWAYS FREE OF LOOSE DANDRUFF

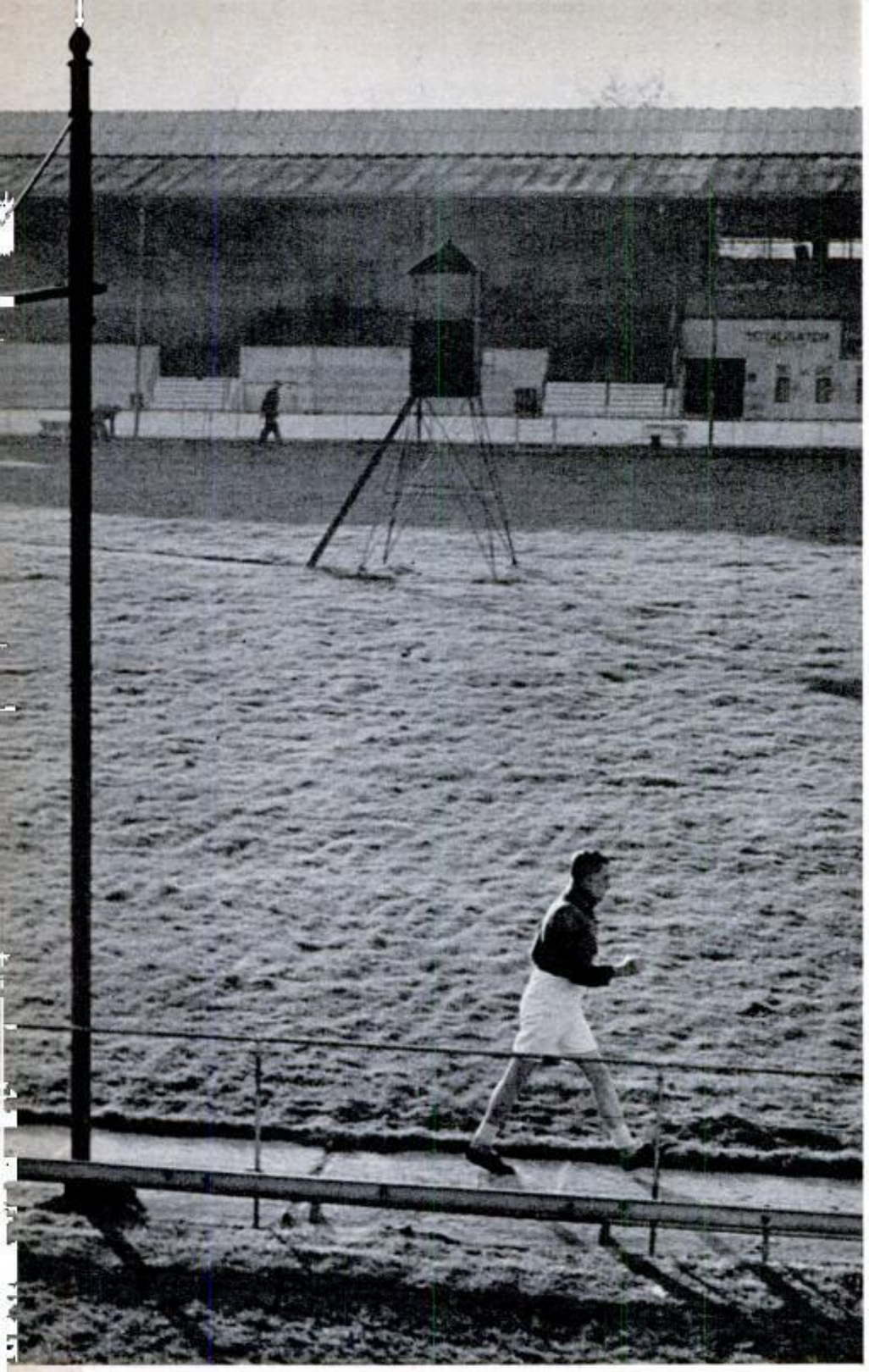


ON THE 25TH DAY BERT STALKS AROUND TRACK OF THE EMPTY STADIUM



BERT WALKS from the hips in vigorous strides. He wears initialed sweate with the insigne of Royal Observer Corps. He averaged 77 miles a day first week

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AS WORKMAN (LEFT) PAINTS FINISH LINE FOR EVENING'S DOG RACE

MARATHON WALKER

Englishman starts off on a 2,500-mile tramp

In the deserted Greyhound Racing Stadium at Romford, England, for the past month a 47-year-old London plater's helper named Bert Couzens has calmly been walking round and round the inner concrete track at least once every hour day and night and setting a new unofficial long-distance walking record. By last week he had already tramped 2,415 miles in 912 walking hours (an average 2.65 mph) and was still going strong. He plans to reach 2,500 miles before quitting. Bert comes by his walking naturally. His father was a long-distance walker and when Bert was 14 he got fired from his first job for strolling off 77 miles to visit some friends. His next ambition is to walk to America (by pacing up and down the deck) and then strike out across the whole U.S.



TEA is handed to him by a stadium employe as Bert is paced by friendly bus conductor. During the marathon he lives on tea, food tablets and sandwiches.

CONTINUED ON NEXT PAGE

Her Cabana Ensemble

custom-styled by Frances Sider

The Motor Oil

for her car . . . custom-made
by VALVOLINE



Because we carefully
maintain custom quality standards in making Valvoline Motor Oil,
it can be made only in limited quantity.
But Valvoline is available to the select group of
motorists who expect better than average
performance and who like to give
their cars more than the usual protection.
You will find Valvoline at one or more
of the better dealers in
your community.

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St. Louis, Los Angeles, San Francisco, Portland, Seattle, Vancouver

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WINGS handsome tailoring teamed with Dan River's Prince Oxford fabric put these shirts in the connoisseur's class! Here's the premium cotton weave—a dress shirting that has all the comfort of casual wear.

Sanforized*, vat-dyed, absolutely washable.

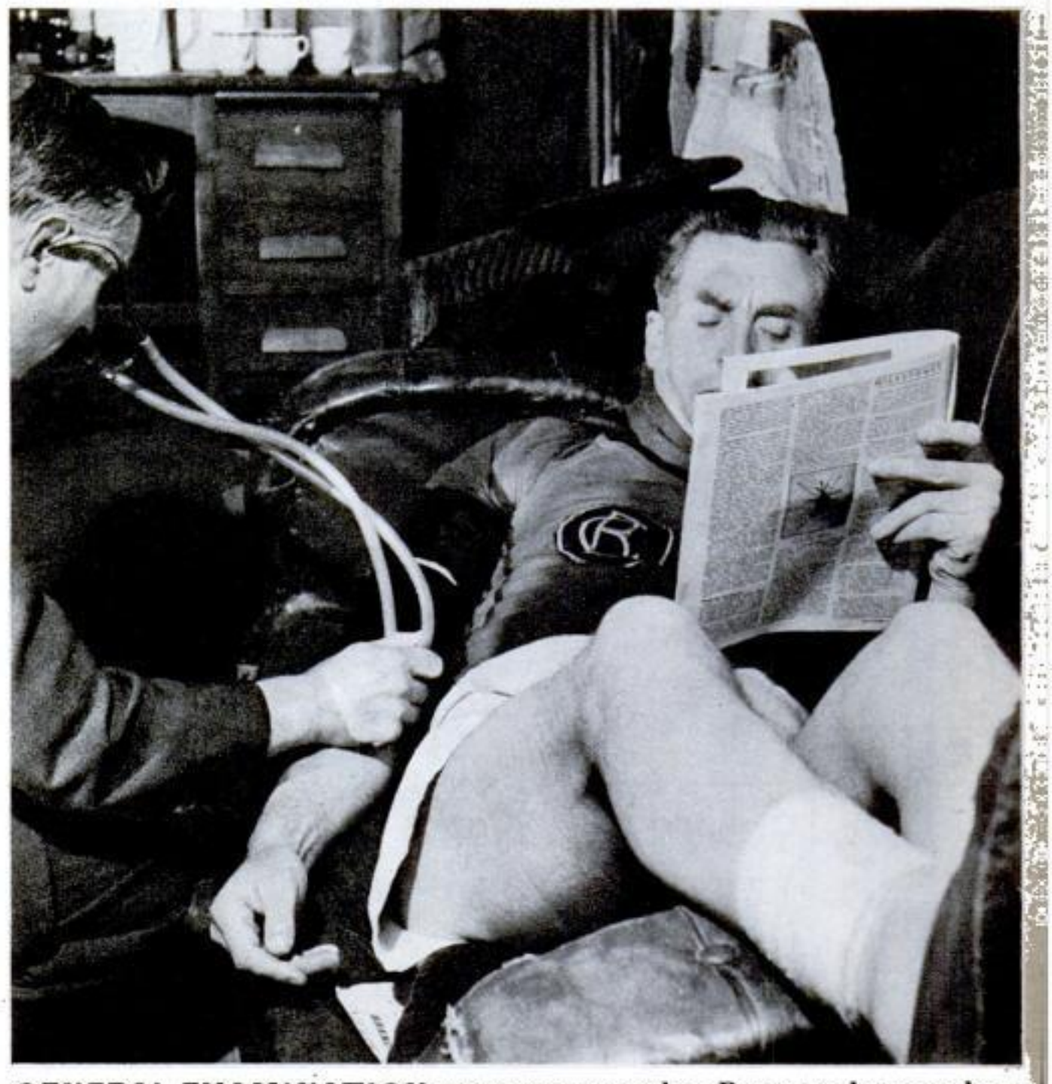
*Maximum shrinkage 1%

SANFORIZED Prince Oxford IT'S A DAN RIVER FABRIC

WINGS

AT YOUR FAVORITE DEALER

WINGS SHIRT CO., EMPIRE STATE BLDG., NEW YORK



GENERAL EXAMINATION comes once a week as Bert rests between laps. He claims to have slept only 10 hours during the first month of marathon.



FOOT BLISTERS APPEARED the first day, but he cured them by walking without socks. In the first 1,800 miles he wore out two pairs of sneakers.

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A HERITAGE TO REMEMBER

"*The scholars increasing fast, the home was found too small . . . when Providence threw into our way a large house ready built which . . . might well serve our purpose.*" ...FROM FRANKLIN'S AUTOBIOGRAPHY

As a vigorous, forward-looking community, Colonial Philadelphia was bound to create enduring traditions. Among these, its legendary hospitality has continued in enviable repute to this day, a trust nobly sustained by Philadelphia Blend, The Heritage Whisky. Here is whisky of gracious charm, mild-mannered . . . a "special occasion" whisky by every standard. Yet you can afford to enjoy Philadelphia Blend, regularly and often.



Philadelphia

BLENDED WHISKY

The Heritage Whisky

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS
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*From a Series of Historic Prints Designed for "Philadelphia"— *The Heritage Whisky*— Famous Since 1894

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Everybody's here...Have a Coca-Cola



...or reunion and refreshment go together

It's a grand old custom for the whole family, far and near, to get together for Thanksgiving Day. Everybody's all set for a good time. And, of course, among those present you'll find ice-cold Coca-Cola contributing a refreshing bit to sociability. Somebody says *Have a Coke* and the friendly pause begins. Turkey Day or any day, Coca-Cola adds life to good living, in American homes everywhere.

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